



ZERO WASTE SONOMA WORK PLAN PROGRAM PROGRESS REPORT

REPORTING PERIOD JULY 1, 2022 - JUNE 30, 2023

ORGANICS COST CENTER

JUSTIFICATION:	MANDATED- Starting in the year 2021, required by CA State Legislation Short-lived Climate Pollutants SB 1383
FUNDING:	Organics Cost Center
DURATION:	Ongoing
DESCRIPTION:	Each jurisdiction has an annual procurement target, calculated based on population. Jurisdictions must procure organic waste products such as compost and mulch to use or giveaway. Alternatively, jurisdictions may comply through direct service providers, who procure compost and mulch on behalf of the jurisdictions.

COMPOST GIVEAWAYS

REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023

As part of the organics processing contracts with Cold Creek Compost, WM Redwood, and Napa Recycling, Zero Waste Sonoma has access to a compost allotment of 1,700 cubic yards every calendar year. With significant assistance from community volunteers, jurisdictions' staff, and organizational partners such as Daily Acts, Farm to Pantry, Zero FoodPrint, and the Gold Ridge and Sonoma Resource Conservation Districts, staff was able to give away 2,133 cubic yards of compost through 43 events or donations within the reporting period.

The events were more evenly spread over the year in 2022, whereas most of the events in 2023 occurred in the spring. Most events were open to the public, and residents were encouraged to bring their own shovels and buckets to pick up compost. Staff received overwhelmingly positive reception of these events.

In addition, staff organized a compost facility tour at the WM Redwood facility concurrent with a compost giveaway event on 7/28/2022, attracting a total of 20 participants.



COMPOST GIVEAWAYS

CITY	DATE	EVENT	COMPOST AMOUNT (CUBIC YARDS)
Cloverdale	04/22/23	S Cloverdale Blvd and Healdsburg Ave	40
Cotati	10/25/22	175 West Sierra Avenue	40
	02/20/23	175 West Sierra Avenue	240
	02/20/23	175 West Sierra Avenue	120
Healdsburg	10/18/23	Farm to Fight Hunger	36
	02/27/23	Farm to Fight Hunger	48
	04/10/23	HomeFarm	10
Petaluma	09/11/22	Petaluma Bounty	40
	09/17/22	WM Redwood Facility	3
	04/15/23	Petaluma Bounty	40
Rohnert Park	01/06/23	Rohnert Park Corp Yard	80
	04/22/23	Rohnert Park Community Center	40
	04/29/23	Rohnert Park Community Center	40
	05/03/23	Rohnert Park Corp Yard	40
Santa Rosa	10/28/22	A Place to Play	40
	10/26/22	1717 Yulupa Drive	20
	04/15/23	Knox Church	20
	04/30/23	A Place to Play	40
	05/03/23	Bayer Farm	80
	05/06/23	Harvest for the Hungry	20
	05/13/23	6811 Gardner Ranch Road	40
	05/22/23	Brush Creek Montessori School	20
	06/03/23	Recology Train Car Offices	80
	06/12/23	Bayer Farm	40

Sebastopol	09/03/22	425 Morris Street	80
	10/01/22	425 Morris Street	80
	04/02/23	425 Morris Street	80
	05/06/23	425 Morris Street	80
Sonoma	07/19/22	Sonoma Valley High School	40
	08/06/22	Sonoma Garden Park	40
	10/18/22	Adele Harrison Middle School	40
	10/18/22	Adele Harrison Middle School	40
	02/14/23	Sonoma Valley High School	40
	04/21/23	Altimira School	5
	04/22/23	Sonoma Larson Park	15
	06/14/23	19996 7th Street E	40
Unincorporated	08/28/22	Fort Ross School, Cazadero	40
	10/28/22	Forestville Downtown Trailhead	40
	04/23/23	Fort Ross School, Cazadero	40
	05/21/23	Fort Ross School, Cazadero	40
	06/18/23	Fort Ross School, Cazadero	40
	07/16/23	Fort Ross School, Cazadero	40
Windsor	04/29/23	Keiser Park, 700 Windsor River Rd	96
TOTAL		43	2,133

The giveaways highlighted in peach indicate compost given to schools and organizations serving the community.



ORGANICS COST CENTER

JUSTIFICATION: MANDATED - Required by State Legislation, SB 1383. Under state law, local jurisdictions are responsible for providing outreach, education, monitoring for compliance, and reporting to CalRecycle.

WHO WORKS: Staff

FUNDING: Organics Cost Center

DURATION: Ongoing

DESCRIPTION: Commencing January 1, 2022, jurisdictions are required to educate affected generators regarding the requirements they must meet under SB 1383 and the climate benefits associated.



SHORT-LIVED CLIMATE POLLUTANTS (SLCP) SB 1383

REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023


Staff was invited to speak to various organizations, events, and conferences about the SB 1383 requirements and progress towards implementation in Sonoma County.

SB 1383 EDUCATIONAL PRESENTATIONS

ORGANIZATION	TOPIC	AUDIENCE
California Resource Recovery Association Conference	Compost rebate program and other solutions to meet SB 1383 procurement requirements	50
County of Sonoma: Safety Council	SB 1383 requirements for county facilities	15
2023 US Composting Council National Conference	Compost rebate program and other solutions to meet SB 1383 procurement requirements	100
Russian River Watershed Association	SB 1383 for landscapers and available compost rebates	200
Zero Waste North Bay: Zero Waste Symposium	Progress towards SB 1383 Implementation	200
County of Sonoma: Purchasing Department	Paper procurement requirements	5
North Coast Soil Hub: Soil Health Technical Assistance for Ag Professionals	Progress towards SB 1383 Implementation	80
TOTAL		650

SB 1383 COMPLIANCE

JURISDICTION	COMPLIANCE 2023	COMPLIANCE 2022
Cloverdale	94%	73%
Cotati	96%	86%
Healdsburg	98%	80%
Petaluma	100%	68%
Rohnert Park	89%	75%
Santa Rosa	94%	73%
Sebastopol	95%	80%
Sonoma	100%	100%
Unincorporated	97%	77%
Windsor	98%	63%



ZERO WASTE SONOMA

CALIFORNIA SB 1383

— Short-lived Climate Pollutants —

NEW REGULATIONS TAKE EFFECT ON JANUARY 1, 2022, AND ESTABLISH STATEWIDE GREENHOUSE GAS EMISSION REDUCTION GOALS:

- By 2025, reduce the amount of organic material disposed in landfills by 75% from the 2014 level.
- By 2025, no less than 20% of edible food currently disposed in landfills must also be recovered for human consumption.

SB 1383 is the most aggressive waste reduction law to be adopted in California for the past 30 years. The law will affect almost everyone, and unlike previous laws, jurisdictions may issue penalties for non-compliance. A summary of requirements is provided in this guide, and free educational resources and assistance are available to help you achieve compliance.

GUIDE TO CALIFORNIA SB 1383 WWW.ZEROWASTESONOMA.GOV



GREENING THE COUNTY EMPLOYEE APPRECIATION PICNIC

Staff assisted the organizers of the annual County employee appreciation picnic, which is part of Public Service Recognition Week, in purchasing compostable and recyclable foodware. In an effort to lead by example, staff also trained a small team of volunteers to monitor waste stations and ensure event participants placed items into the correct bins. At the end of the event, three recycling and three organics bins were filled while only one 3-cubic yard garbage bin was needed.

EDUCATION COST CENTER

JUSTIFICATION: MANDATED - Required by State Legislation, AB 341. Under state law, local jurisdictions are responsible for providing outreach, education, monitoring, and reporting to CalRecycle.

BOARD DIRECTED- City/County Payment Program (Grant funded)

WHO WORKS: Staff

FUNDING: Education Cost Center and CalRecycle grant funded

DURATION: Ongoing

DESCRIPTION: As of July 1, 2012, AB 341 Applies to establishments producing 4 cubic yards or more of commercial solid waste per week and multifamily dwellings of 5 units or more. CalRecycle's City County Payment Program allows ZWS to administer grant funds aimed to increase beverage container recycling in member jurisdictions.



MANDATORY COMMERCIAL RECYCLING (MCR) AB 341 AND BEVERAGE CONTAINER RECYCLING

REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023

Activities in this reporting period included soliciting requests from jurisdictions and public agencies for new water refill station infrastructure. These stations encourage the public to reuse and refill their existing water bottles, rather than purchase single-use containers, leading to decreased demand for plastic, reduced litter from single-use packaging, and less waste.

In addition, indoor and outdoor recycle bins are available on an ongoing basis to businesses, schools, multifamily dwellings, and government.

The City/County Payment Program continues to be implemented by ZWS staff to fund products and services related to beverage container recycling and litter abatement.

CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE FY 21/22 IN PROGRESS

TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL
WATER REFILL STATIONS	\$16,816.75	49.1%
LITTER ABATEMENT	\$7,942.36	23.2%
RECYCLING BINS	\$1,959.05	5.7%
STAFFING/TRAINING	\$7,507.49	22%
TOTAL	\$34,225.65	

AB 341 COMPLIANCE

JURISDICTION	COMPLIANT ACCOUNTS 2023	COMPLIANT ACCOUNTS 2022
Cloverdale	100%	89%
Cotati	100%	90%
Healdsburg	100%	91%
Petaluma	100%	92%
Rohnert Park	100%	88%
Santa Rosa	100%	93%
Sebastopol	100%	93%
Sonoma	100%	96%
Unincorporated	100%	91%
Windsor	98%	95%

CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE 20/21

TYPE OF EXPENDITURE	DOLLAR AMOUNT	STATISTIC
Water Refill Stations	\$99,274.02	6 AGENCIES
Litter Clean-up Supplies	\$4,545.30	1.50 TRASH GRABBERS
College/University	\$1,073.14	48 RECEPTACLES
Staff & Trainings	\$13,090.48	STAFF TIME + CONFERENCE
Recycling Bins	\$ 2,593.77	18 BUSINESSES
TOTAL	\$120,576.72	

RESULTS HIGHLIGHTS

Approximately \$134,874 available in Grant Cycle 21-22 (through March 1, 2024) and \$135,579 available in Grant Cycle 22-23 (through March 1, 2025).

\$120,576 CalRecycle City/County Payment Program grant funding spent. Grant Cycle 20-21/FYs 21-23

\$34,225.65 spent so far in 21-22 Grant Cycle.

\$25,00 marked for CRV pilot program education campaign.

\$65,609.51 in orders currently pending.

EDUCATION COST CENTER

JUSTIFICATION: MANDATED – JPA Provide recycling information in Spanish (Section 4.7.3.4 of the ColWMP).

WHO WORKS: Contractor (Soluna Outreach Services)

FUNDING: Education Cost Center and CalRecycle Used Oil Payment Program (OPP)

DURATION: Ongoing annual contract (July 1, 2022 - June 30, 2023)

DESCRIPTION: Soluna Outreach Services uses a multi-media advertising approach including radio advertising and person-to-person outreach at events.

SPANISH LANGUAGE OUTREACH

REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023

Activities in this reporting period included participation in bilingual outreach, Spanish business visits, outreach to community groups (Head Start/Early Start Community Action Partnership and Pasitos Parents Program), and Spanish radio programming on KBBF.

Note that bilingual outreach supports other ZWS programs (Used Motor Oil/Filter Recycling Outreach and general outreach).

TARGETED SPANISH EVENTS, MEETINGS, AND RADIO OUTREACH

EVENT NAME	# EVENT OCCURANCES	NOTES
Various Farmer's Markets	11	Covered various jurisdictions
Pasitos Parents Program	18	Soluna Outreach Services conducts presentations about recycling, conservation, and environmental health to parents that participate in these three programs.
Other Events	89	Día de los Muertos, binational health fairs, cultural events, safety fairs
KBBF 89.1FM	33	Nuestra Tierra Radio Program (15 minute segment live interviews)
TOTAL	151	



ZERO WASTE GUIDE (ENGLISH AND SPANISH)

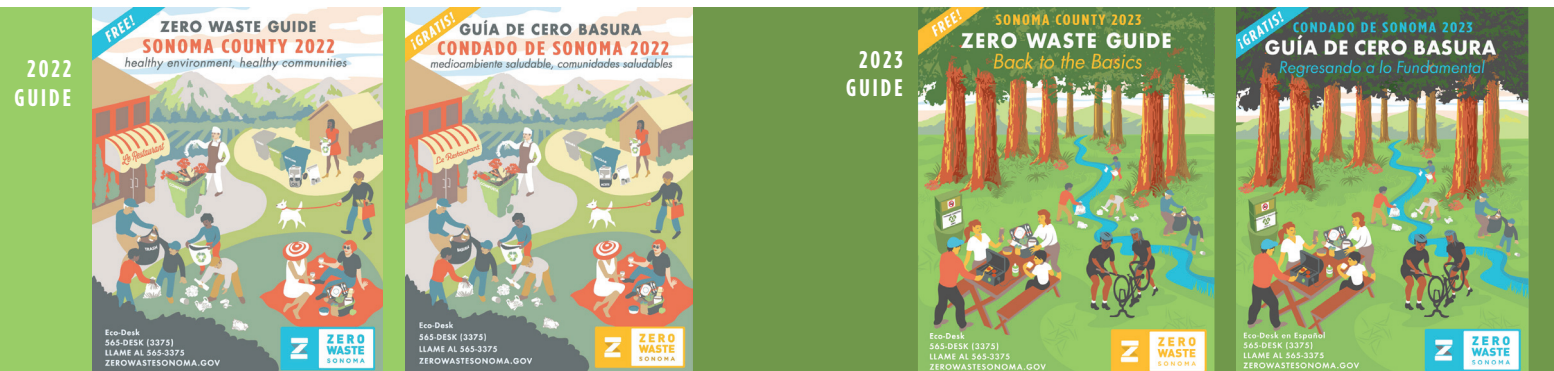
REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023

The 24-page 2023 Guide theme was Back to the Basics and the 2022 Guide theme was Healthy Environment, Healthy Communities. The printed version of the guides were distributed at outreach events and to interested parties (e.g., libraries, city and county offices, multi-family complexes, and businesses). An electronic version of the Guide was posted on the zerowastesonoma.gov website.

In 2023, the Recycle Guide was organized by program, including a section for Zero Waste lifestyle:

- Zero Waste Lifestyle
- What's New in Waste
- Mandatory Business Recycling and Composting
- Composting
- Curbside Reminders
- Drop-off Recycling
- Curbside Services
- Visiting Disposal Sites
- Construction and Demolition
- Household Hazardous Waste (HHW) Disposal
- Used Motor Oil and Filter Recycling
- Batteries, household
- Electronic waste
- Fluorescents
- Medicines and syringes
- Where does it go? Think again

JUSTIFICATION:	MANDATED – JPA Provide recycling information to all County residents and businesses (Section 4.7.2.1 of the ColWMP)
WHO WORKS:	BOARD DIRECTED (Spanish Guide) Staff and Contractor (Soluna Outreach Services)
FUNDING:	Education Cost Center
DURATION:	Ongoing
DESCRIPTION:	The annual Zero Waste Guide (English and Spanish versions) is a comprehensive resource for recycling, reuse, and hazardous waste disposal options in Sonoma County.



EDUCATION COST CENTER

JUSTIFICATION: MANDATED – JPA Provide recycling information by phone to all County residents and businesses (Section 4.7.2.2 of the ColWMP)

WHO WORKS: Staff and Contractor (Soluna Outreach Services for Spanish language)

FUNDING: Education Cost Center

DURATION: Ongoing

DESCRIPTION: Daily telephone and email response to questions from the public on recycling, disposal, and household hazardous waste.

The English language Eco-Desk is comprised of pre-recorded information for Household Hazardous Waste, Recycle Guide, Motor oil and filter recycling. Callers are also given the option to talk to a live person. Website inquiries are also logged in the Eco-Desk database.

QUESTION CATEGORIES

	# ENGLISH CALLS
E WASTE	108
HHW MISC	137
RECYCLING MISC	212
HAULER QUESTION	23
MOTOR OIL & FILTERS	51
PAINT	10
RESIDENTIAL COMPOSTING	3
TREATED WOOD	12
TOTAL	1,616

ECO-DESK (ENGLISH AND SPANISH)

REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023

Callers are given the option to speak to a ZWS staff member directly after listening to pre-recorded information, or to leave a message. We also accept emails as part of the Eco-Desk program, offering timely answers to questions from throughout our community.

ENGLISH ECO-DESK CALLS PER MONTH



2,044 ENGLISH CALLS IN FY 22-23

NUMBER OF ECO-DESK CALLS HISTORICALLY BY CALENDAR YEAR

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	JAN-JUNE 2023
Number of English Calls	1,585	1,759	2,149	1,712	1,307	1,216	1,998	1,426	2,263	1,001	1,674	2,959	1,002	713
Number of Spanish Calls	150	105	104	83	49	30	20	47	19	41	25	39	28	22

CALLS BY JURISDICTION ENGLISH JULY 1, 2022 - JUNE 30, 2023

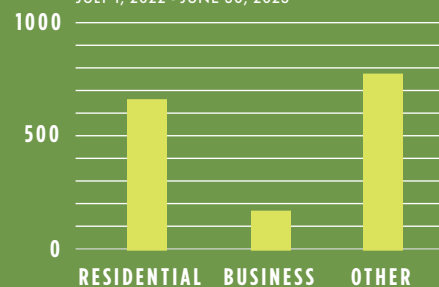
JURISDICTION	ENGLISH CALLS FY 21-22	ENGLISH CALLS FY 22-23
Unknown or out-of-county (includes website inquiries)	1,389	594
Santa Rosa	67	146
Unincorporated	9	26
Petaluma	31	40
Sebastopol	12	37
Windsor	57	39
Sonoma	20	16
Healdsburg	11	31
Rohnert Park	10	29
Cloverdale	6	20
Cotati	4	10
TOTAL	1,616	988

TOPIC ENGLISH JULY 1, 2022 - JUNE 30, 2023

JURISDICTION	# ENGLISH CALLS
E-Waste	108
Recycling	212
HHW	137
Disposal	11
Hauler billing or service	23
Other	955
Composting	81
Motor oil and filters	51
Mattresses	28
Ordinance	10
TOTAL	1,616

ENGLISH ECO-DESK CALL TYPE

JULY 1, 2022 - JUNE 30, 2023



RESULTS HIGHLIGHTS

1,616 English language Eco-Desk calls were answered in FY 22-23.

English Eco-Desk call volume decreased by 66% from 2021 to 2022.

Spanish Eco-Desk call volume decreased by 28% from 2021 to 2022.

The most frequently asked questions related to recycling and household hazardous waste disposal.

Santa Rosa, Petaluma, and Windsor generated the most inquiries.

EDUCATION COST CENTER

JUSTIFICATION: MANDATED – JPA (Section 4.7.2.9 of the ColWMP)

WHO WORKS: Staff and Contractor (Soluna Outreach Services for Spanish language and UCCE for Home Composting)

FUNDING: Education Cost Center

DURATION: Ongoing

DESCRIPTION: Participation in events provides an opportunity to reach people at their convenience.

◀ APRIL 2023 ▶

[Go to Today](#)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6						



EVENTS

REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023

ZWS participated in one-day and multiple-day outreach events, in both English and Spanish languages. For multi-day events such as the Cloverdale Citrus Fair and the Sonoma County Fair the exhibit theme was Choose to Reuse.



SAMPLING OF EVENTS

- Bodega Bay Farmer's Market
- Cloverdale Car Festival
- Cloverdale Citrus Fair
- Dia De Los Muertos at Cloverdale Plaza
- El Mercado Market at Roseland Village
- Father's Day Car Show
- Fix-It Clinic & Reuse Fair
- Forestville Farmer's Market
- Healdsburg Farmer's Market
- Kid's Day Parade in Cotati
- Occidental Farmer's Market
- Pasitos Program
- Peacetown Sebastopol
- Plastic Free July
- HeadStart Parent Presentation
- Reuse Coalition Meeting
- Santa Rosa Earth Day
- Korbel's Environmental, Health and Safety Fair
- The Water Smart Expo
- VegFest
- Windsor Farmer's Market
- Mattress Collection Event
- Household Hazardous Waste Events
- Santa Rosa Downtown Market
- Sonoma County Fair
- E-Waste Events
- DMV outreach
- Wednesday Night Markets

EVENTS BY JURISDICTION

JURISDICTION	# EVENTS	# EVENT DAYS	# HOURS OUTREACH
Cloverdale	12	19	68
Cotati	7	7	28
Healdsburg	8	10	37
Petaluma	21	25	86
Rohnert Park	9	11	53
Santa Rosa	69	87	218
Sebastopol	7	9	34
Sonoma	10	12	50
Unincorporated	26	28	170
Windsor	8	10	40
TOTAL	186	218	784



RESULTS HIGHLIGHTS

186 outreach/education events were completed.

218 outreach/education event days were completed.

784 outreach/education hours were completed.

EDUCATION COST CENTER

JUSTIFICATION: BOARD DIRECTED
 WHO WORKS: Staff
 FUNDING: Education Cost Center
 DURATION: Ongoing
 DESCRIPTION: Manage online marketing options for ZWS topics using services such as Twitter, Facebook, NextDoor, LinkedIn, and Instagram.

SOCIAL MEDIA ON-LINE MARKETING OUTREACH

REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023

Activities in this reporting period included maintaining Facebook, Twitter, and Instagram social media accounts. In addition, ZWS partnered with the County of Sonoma Public Information Office to post on NextDoor for HHW, e-waste, and mattress recycling events.

Facebook paid ads augmented paid print and radio advertising for e-waste, used motor oil/filter recycling, solar panel collection, and HHW collection events.

Facebook Insights was used to provide analytical data.



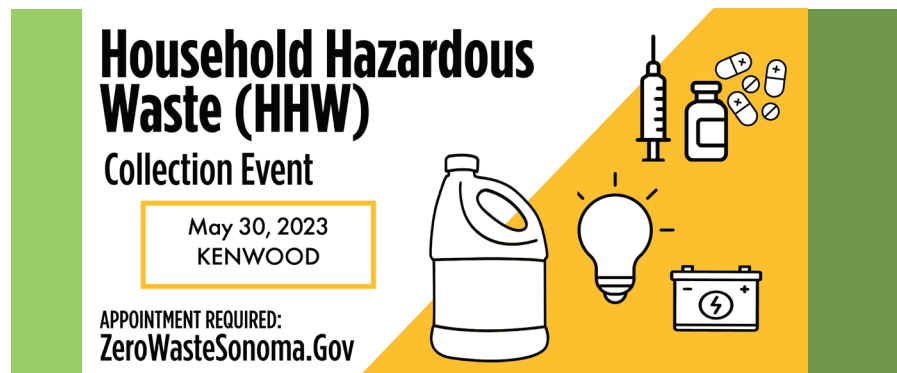
The posts for this E-Waste event had the furthest reach this year: 6.5k on Facebook. It also had the most link clicks: 28 clicks.



This Instagram post reached 293 viewers, had 7 shares, and 27 likes.



This Instagram post had the most likes at 55 on Instagram. It also had the most comments at 18.



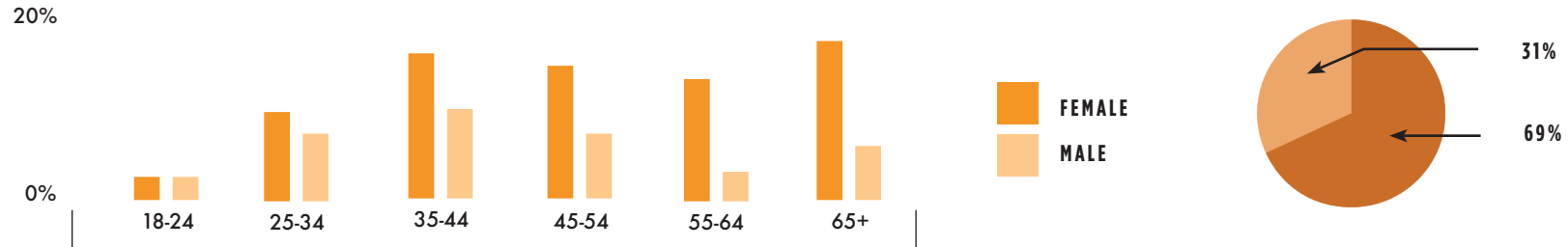
FREE COMPOST GIVEAWAY SONOMA

June 14, 2023 • 10A - 12P
 SONOMA GARDEN PARK
 19996 7TH ST EAST

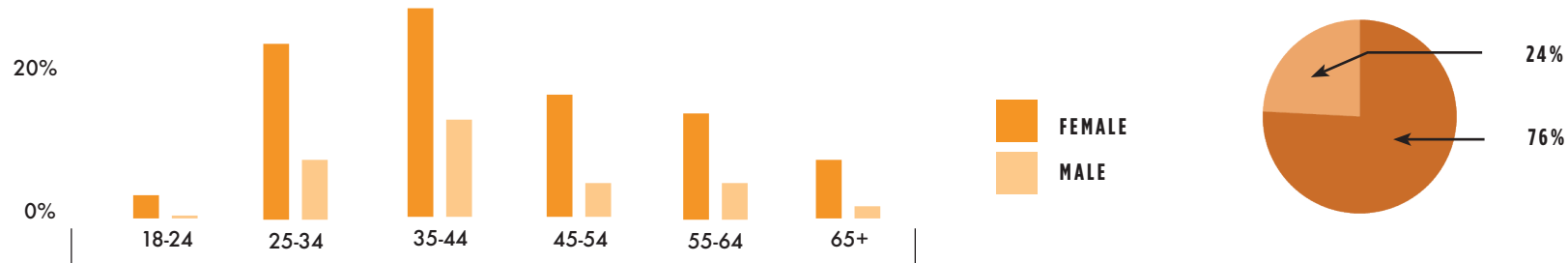


zerowastesonoma.gov

AGE & GENDER OF FACEBOOK FOLLOWERS



AGE & GENDER OF INSTAGRAM FOLLOWERS



RESULTS HIGHLIGHTS

ZWS has 4,002 Facebook followers, up from 3,861 the previous year.

ZWS has 491 Twitter followers, up from 467 the previous year.

ZWS has 1,542 Instagram followers, up from 1,259 the previous year.

PROTECT OUR ENVIRONMENT
Fireworks and sparklers emit toxins and pollutants. More wildfires are started on July 4th than any other day.

FREE COMPOST GIVEAWAY
CAZADERO
FORT ROSS ELEMENTARY
30600 SEAVIEW RD
6/18/23 10A-1P
ZERO WASTE SONOMA

FREE MATTRESS RECYCLING EVENT
LUTHER BURBANK CENTER
50 MARK WEST SPRINGS RD, SANTA ROSA
6/17/23 9A-5P
ZERO WASTE SONOMA

FREE COMPOST GIVEAWAY
SONOMA
GARDEN PARK
19990 7TH ST E
6/14/23 10A-12P
ZERO WASTE SONOMA

FREE E-WASTE RECYCLING EVENT
LUTHER BURBANK CENTER
50 MARK WEST SPRINGS RD, SANTA ROSA
6/16-6/18 9A-5P
ZERO WASTE SONOMA

FREE COMPOST GIVEAWAY
SANTA ROSA
RECOLOGY OFFICES
3565 STANDISH AVE
6/3/23 9A-12P
ZERO WASTE SONOMA

EDUCATION COST CENTER

JUSTIFICATION: MANDATED – JPA
Communicate recycling information using the web (Section 4.7.2.3 of the ColWMP).

WHO WORKS: Staff and Contractor (The Engine is Red)

FUNDING: Education Cost Center

DURATION: Ongoing

WEBSITE ZEROWASTESONOMA.GOV

REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023

The zerowastesonoma.gov website has been a valuable tool for us to keep the community aware of events, protocols, and updates during severe weather events. It also connects us to other jurisdictions around the globe and serves as a leader in the online space.

Website usage tallies were generated by Google Analytics.

TOP TOPICS

PAGE	07/01/22-6/30/23 VISITS
Home page	29,917
E-Waste disposal page	24,711
Materials page	9,925
Household Hazardous Waste Facility page	24,842
Disposal Site Fee Schedules	24,441



WEBSITE ZEROWASTESONOMA.GOV FEATURES INCLUDE:

COMPATIBLE WITH MOBILE DEVICES AND TABLETS

MAPPING OF REUSE AND RECYCLING DROP-OFF LOCATIONS

CALENDAR OF EVENTS, MEETINGS, AND WORKSHOPS

ZERO-WASTE LIFESTYLE INFORMATION

WHAT SHOULD I DO WITH

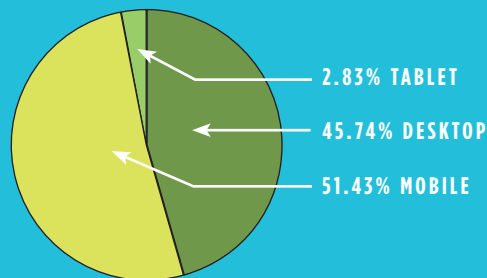
OF ZEROWASTESONOMA.GOV VISITORS PER JURISDICTION

JURISDICTION	7/1/22 - 6/30/23	7/1/21 - 6/30/22	7/1/20 - 6/30/21
Santa Rosa	18,602	29,700	30,362
Petaluma	6,284	10,197	11,301
Windsor	4,062	6,923	7,459
Sebastopol	3,043	6,370	7,170
Rohnert Park	3,189	4,469	4,784
Sonoma	2,560	4,041	5,656
Unincorporated	342	369	319
Healdsburg	1,264	1,795	2,657
Cotati	490	801	692
Cloverdale	1,201	1,983	2,021
TOTAL	40,695	66,648	72,421

WEBSITE USAGE

	7/1/22-6/30/23	7/1/21-6/30/22	7/1/20-6/30/21
Total Number of Visitors	121,136	124,687	116,049
New Visitors	120,095	123,554	114,955
Sessions	168,246	176,873	166,511
# Sessions per Visitor	1.39	1.42	1.43
Page views	386,560	437,158	447,929
Pages/session	2.30	2.47	2.69
Returning Visitors	23,522	25,809	25,995
Average Session (mins)	1:40	1:46	1:58
Bounce rate	62.39%	59%	57%

OVERALL DEVICE USERS FY 22-23



RESULTS HIGHLIGHTS

135,654 visitors overall; 87,231 visitors within Sonoma County.

The most website visitors reside in Santa Rosa, San Jose, and Petaluma, respectively.

San Jose (14,567 users), San Francisco (5,754 users), Los Angeles (4,901 users), and Ashburn (1,369 users) were in the top eleven cities of users FY 22-23.

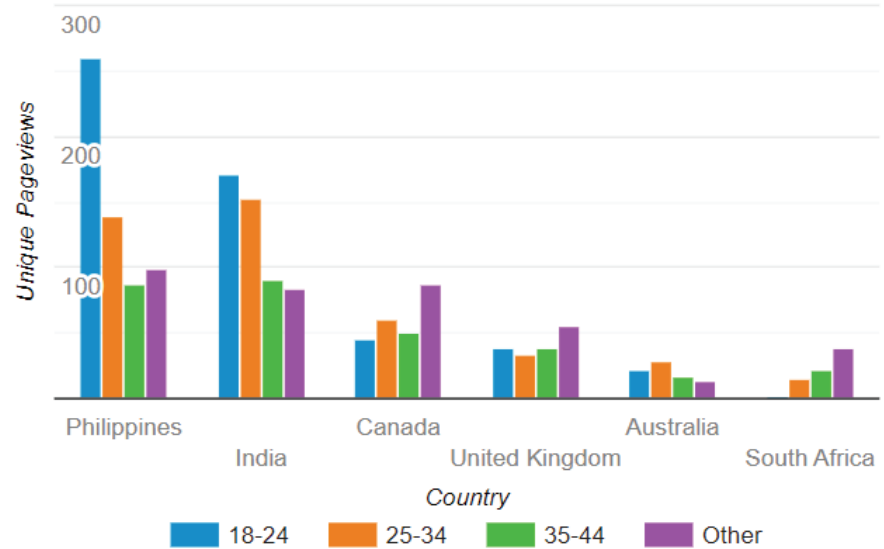
Top out-of-state users were based in Seattle (670), Columbus (608), and New York (536).

Top out-of-country users were based in the Netherlands (1,893), Philippines (1,051), India (822), and China (545).

The zerowastesonoma.gov website is translated into 13 languages, for easy access to our constituents. This year, many of our website visitors browsed from another country. Details of how user quantities in different age groups are illustrated below.

Website translation tallies were generated by ConveyThis, the translation platform.

Unique Pageviews by Country and Age



HHW COST CENTER

SINGLE-USE PROPANE CYLINDER COLLECTION

REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023

RETAIL PROPANE EXCHANGE LOCATIONS

JURISDICTION	RETAIL PROPANE EXCHANGE LOCATIONS
Petaluma	DeCarli's Propane
Rohnert Park	Walmart
Santa Rosa	REI Sports Basement
Windsor	Walmart

JUSTIFICATION: MANDATED – JPA Comply with regulations, contract administration/oversight (Section 5.3 of the ColWMP)

WHO WORKS: Staff and Contractor (Cylinder Bottle Liquidators)

FUNDING: Household Hazardous Waste Cost Center

DURATION: Ongoing

DESCRIPTION: Manage contract for collection of hazardous waste from residents and CESQG (businesses) at the Household Hazardous Waste Facility (HHWF), HHW Collection Events, and HHW Rover Pickup Service. Provide education resources for the program as needed and coordinate with local organizations.

The ZWS education program supports advertising for residential and business opportunities for household hazardous waste collection.



PARKS COLLECTION BINS

JURISDICTION	# OF DISPOSABLE 1-POUND PROPANE CYLINDERS COLLECTED
Santa Rosa	Spring Lake Regional Park
Unincorporated	Doran Regional Park Westside Regional Park Stillwater Cove Regional Park
TOTAL	3,600

HHW COST CENTER

JUSTIFICATION: MANDATED – JPA Comply with regulations, contract administration/oversight (Section 5.3 of the ColWMP)

WHO WORKS: Staff and Contractor (Clean Harbors)

FUNDING: Household Hazardous Waste Cost Center

DURATION: Ongoing

DESCRIPTION: Manage contract for collection of hazardous waste from residents and VSQG (businesses) at the Household Hazardous Waste Facility (HHWF), HHW Collection Events, and HHW Rover Pickup Service. Provide education resources for the program as needed and coordinate with local organizations.

The ZWS education program supports advertising for residential and business opportunities for household hazardous waste collection.

HOUSEHOLD HAZARDOUS WASTE (HHW) PROGRAM

REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023

The HHW program is comprised of the permanent collection facility at the Central Disposal Site, weekly HHW Collection Events, and the HHW Rover Service. Businesses that qualify as Very Small Quantity Generators (VSQGs) may also use the permanent HHW facility or HHW Collection events by appointment.

HHW programs were advertised in the annual Zero Waste Guide, waste hauler newsletters, and through social media postings.

Paint is the most common item collected through the HHW programs. Thanks to California's paint stewardship law passed in 2012, Zero Waste Sonoma no longer has to pay for the recycling of paint, saving thousands of dollars every year. Reusable paint is also distributed to residents of Sonoma County for free at the HHW Reuse Area. Paint can either be provided in its original container or can be blended into four different colors and distributed in 5-gallon buckets upon request.



HHW EVENTS

JURISDICTION	# OF HHW EVENTS	# OF PARTICIPANTS	AVERAGE PARTICIPANTS PER EVENT
Cloverdale	4	212	53
Cotati	2	72	36
Healdsburg	3	222	74
Petaluma	3	128	43
Rohnert Park	2	75	38
Santa Rosa	12	908	76
Sebastopol	3	138	46
Sonoma	4	269	67
Unincorporated	12	571	48
Windsor	4	268	67
TOTAL	49	2,863	58

POUNDS OF WASTE COLLECTED PER PROGRAM

HHW PROGRAM	FACILITY (RESIDENTS)	FACILITY (VSQG)	EVENTS	ROVER	REUSE
Pounds Collected	977,844	23,110	119,094	16,710	71,457
TOTAL					1,210,215

PARTICIPANTS PER PROGRAM

HHW PROGRAM	FACILITY	VSQG	EVENTS	ROVER
Participants FY 22/23	16,962	175	2,863	52
Participants FY 21/22	16,334	154	2,759	188
Participants FY 20/21	21,074	162	1,487	77
TOTAL	54,370	491	7,109	317



RESULTS HIGHLIGHTS

49 HHW Collection Events were held.

For the second year in a row, the residential HHW facility participation has stabilized to pre-pandemic levels with an average of 115 participants per day. During the pandemic, participation was as high as 225 per day. The operations and disposal contractor has experienced occasional shipping issues since the pandemic but staff has been able to keep operations flowing safely. We also welcomed back Gary Holbrook as our on-site Program Manager after 3-years at a different facility. We are so thankful to have him back with the team!

1,210,215 pounds of HHW collected in FY 22-23.

HHW COST CENTER

JUSTIFICATION:	BOARD DIRECTED
WHO WORKS:	Contractors (Soluna Outreach Services, Gigantic Idea Studio)
FUNDING:	Grant funded CalRecycle's Oil Payment Program (OPP)
DURATION:	Ongoing. Contractor agreement from July 1, 2017-June 30, 2024
DESCRIPTION:	This program includes a wide variety of efforts from reporting and auditing to collection and education. Funding is provided through the CalRecycle's Oil Payment Program (OPP). Actual projects vary year to year depending on State funding levels.

MOTOR OIL AND FILTER RECYCLING

REPORTING PERIOD JULY 1, 2022 TO June 30, 2023

Quantities of motor oil and filter recycling is tallied for HHW programs, CalRecycle-certified collections centers (e.g., automotive suppliers/repair shops), non-certified collection centers, and waste hauler-operated curbside program.

In this reporting period, infrastructure and collateral created to support used motor oil/filter recycling included the following:

- Oil filter crusher for marina
- Filter drainers, oil rags, and funnels for do-it-yourselfers
- List of Certified Collection Centers (updated for annual Recycle Guide)

In addition, programs were advertised using a robust multifaceted bilingual education campaign.



USED MOTOR OIL AND FILTER RECYCLING OUTREACH SUMMARY

TYPE OF OUTREACH	NOTES
DMV Outreach	21 education/outreach visits were conducted at DMV locations in Santa Rosa and Petaluma.
Home Delivery	Delivered oil filter drainers to 38 residents across Sonoma County.
Community presentations	17 Pasitos presentations were given in FY 22-23. BILINGUAL PRESENTATIONS HeadStart programs coordinated by Community Action Partnership Sonoma County. BILINGUAL PRESENTATIONS These presentations were directed to the parents that participate in these programs. Both programs attract different groups of parents every year.
Media Outreach	"Que Sucede?" ("What's Happening?") and "Comunidad en Vivo," both Spanish language radio programs produced and aired on KSRT Radio Lazer and KJOR La Major. Nuestra Tierra (Our Earth) that airs live in Spanish at KBBF Radio station in Santa Rosa.
Certified Collection Center Site Visits	Conducted site visits at 88 used oil CCCs and completed CalRecycle required site visit forms.
Labor Centers	On a monthly basis, provided used motor oil and filters recycling information to patrons of the Graton, Healdsburg, and Fulton Labor Centers.
Community Events	Conducted used motor oil and filter outreach at over 50 events. Events usually combined general ZWS topics. For a sampling of events, see page 17.
Riders Recycle Program	Direct outreach at the Rip City Riders Bike & Car Show, Cloverdale Citrus Fair, Santa Rosa Cycle Gear, and Z2 Track Day at Sonoma Raceway. 93% of residents surveyed said they recycle their motor oil.
ESL Outreach	Prepared used oil recycling classroom materials/lesson ("The Family Car") for adult English learners through the Santa Rosa Junior College non-credit ESL program.



RESULTS HIGHLIGHTS

- Certified Collection Centers (CCCs) saw an increase of 6.25% in oil collection and an increase of 8.64% in filter collection.
- Non-certified collection centers saw an increase of 46% in collection of oil, while collection of filters remained steady over the previous year.
- Curbside collection of oil was down nearly 60% and curbside collection of filters was also down significantly, by 33%.
- Across all collection types, in comparison to last year, the collection of oil decreased only slightly, by 0.53%, whereas overall collection of filters decreased by 21%.
- The ratio of filters collected per gallon of oil decreased slightly, from 58.47% to 46.44%.
- Overall, we saw a slight increase in oil & filters at CCCs and non-certified centers, but a substantial decrease in oil & filters collected through curbside programs.

HHW COST CENTER

JUSTIFICATION:	MANDATED - ColWMP/Section 5.4.1.8 Provide recycling information to all County residents
WHO WORKS:	Staff and Contractor (Conservation Corps North Bay, Mattress Recycling Council)
FUNDING:	HHW Cost Center
DURATION:	Monthly events contracted until December, 2023
DESCRIPTION:	This program accepts electronics that are defined as household hazardous waste. This program is subsidized by the State through the Electronics Recycling Act of 2003. State subsidy is based on pounds received for recycling. A contractor conducts electronic recycling events under contract with ZWS. ZWS pays for site fees and coordinates advertising.

E-WASTE (AND MATTRESS) RECYCLING EVENTS

REPORTING PERIOD JULY 1, 2022 TO JUNE 30, 2023

ZWS held two types of collection events, e-waste collection events and mattress collection events held in conjunction with e-waste events.

E-waste collection events have been operated by the Conservation Corps North Bay (CCNB) since 2016. Mattress collections held in conjunction with e-waste events are organized through a partnership with CCNB and the Mattress Recycling Council (MRC). MRC, a non-profit, is responsible for implementing California's mattress recycling law.

Programs are advertised through paid advertising in local newspapers and radio stations, in the annual Zero Waste Guide, and through social media.



FREE E-WASTE RECYCLING EVENT CLOVERDALE

October 13-15, 2023 • 9A - 5P
TRAIN DEPOT
501 ASTI RD



zerowastesonoma.gov

POUNDS COLLECTED

JURISDICTION	POUNDS OF COVERED E-WASTE (TVS, LAPTOPS AND MONITORS)	POUNDS OF NON-COVERED E-WASTE
Cloverdale	4,691	5,898
Healdsburg	3,477	8,987
Petaluma	21,703	26,975
Rohnert Park	4,788	8,962
Santa Rosa	29,774	51,296
Sonoma	5,826	9,382
Unincorporated	6,130	13,573
Windsor	5,252	6,690
TOTAL	81,641	131,763

ENGLISH RADIO PAID ADVERTISING

RADIO	# 30-SEC. ADS
KFGY	120
KVRV	80
KSRO	36
KWVF	20
TOTAL	256

ENGLISH NEWSPAPER PAID ADVERTISING

PRINT	# PAID ADS
Press Democrat	12
Sonoma Index Tribune	1
Petaluma Argus-Courier	1
TOTAL	14

E-WASTE AND MATTRESS COLLECTION EVENTS

JURISDICTION	# E-WASTE EVENTS	# MATTRESS EVENTS	PARTICIPANTS AT E-WASTE EVENTS	# OF MATTRESSES COLLECTED
Cloverdale	2	1	281	57
Healdsburg	1	1	250	36
Petaluma	2	0	833	0
Rohnert Park	1	1	263	106
Santa Rosa (including Oakmont)	3 Santa Rosa 2 Oakmont	1 Santa Rosa 1 Oakmont	1,144 Santa Rosa 725 Oakmont	92 Santa Rosa 112 Oakmont
Sonoma	1	1	358	53
Unincorporated	2	1	308	40
Windsor	1	1	272	57
TOTAL	15	8	4,434	553



RESULTS HIGHLIGHTS

4,434 participant donors participated in monthly ZWS and CCNB e-waste events.

81,641 pounds of Covered Electronic Waste (CEW) (TVs, laptops, and monitors) were collected.

131,763 pounds of Universal Waste Electronic Devices (UWED), non-covered e-waste were collected.

HHW COST CENTER

JUSTIFICATION:	MANDATED - JPA Required by regulation, contract administration/oversight (Section 5.4.1.8 of the ColWMP)
WHO WORKS:	Staff and Contractor (Recology Sonoma Marin and Onsite Electronics)
FUNDING:	HHW Cost Center
DURATION:	Agreement for e-waste handling, transporting, and recycling with Onsite Electronics expires in June 2026. Agreement for transportation of e-waste to the Sonoma Transfer Station with Recology Sonoma Marin expires in December 2026.
DESCRIPTION:	Transport and properly dispose of electronic wastes collected at all of the County-owned disposal sites.

E-WASTE COLLECTION AT DISPOSAL SITES

REPORTING PERIOD OF CALENDAR YEAR 2022

E-waste collection is offered at all County Refuse Disposal Sites. A contract with Onsite Electronics provides sorting, transportation, and recycling of electronic waste from these locations. The e-waste industry continues to experience fluctuations in accepted material and we continue to see reduced weight in material accepted due to a phasing out of heavy items such as cathode ray tube devices (CRTs).

POUNDS OF E-WASTE COLLECTED BY TRANSFER STATIONS

TRANSFER STATION	CEW WEIGHT (CRT + FLATSCREENS INCLUDED)	UWED WEIGHT	TOTAL WEIGHT
Annapolis Transfer Station	23,788	25,005	48,793
Central Disposal Site	263,038	283,962	547,000
Guerneville Transfer Station	51,686	61,690	113,376
Healdsburg Transfer Station	72,477	78,485	150,962
Sonoma Transfer Station	54,205	60,320	114,525
TOTAL	465,194	509,462	974,656

**CEW = COVERED ELECTRONIC DEVICES
(ANYTHING WITH A SCREEN LARGER THAN
4 INCHES)**

**UWED = UNIVERSAL WASTE ELECTRONIC
DEVICES (ALL OTHER E-WASTE)**



ACCEPTABLE ELECTRONIC DEVICES

- Answering machines
- Calculators
- CD players
- Cell phones
- CPAP/Bi-PAP machines
- Copiers
- CRT monitors
- CRT televisions
- Desktop computers
- Digital cameras
- DVD players
- Electronic cables
- Fax machines
- Hard drives
- Keyboards/mice
- Laptop computers
- LCD monitors
- LCD television
- LED monitors
- LED televisions
- Microwaves
- Modems/routers
- Network equipment
- Plasma monitors
- Plasma televisions
- Portable DVD players
- Power cords/adapters
- Printers
- Radios
- Rear projection and DLP TVs
- Remote controls
- Robotic vacuums
- Scanners
- Servers
- Stereos
- Tablets
- Telecom equipment
- Telephones
- VCRs
- Video games consoles
- Zip drives

UNACCEPTABLE ITEMS

- **Appliances** such as air purifiers, refrigerators, freezers, washers, dryers, stoves, ovens, water heaters, air conditioners
- **Ballasts/capacitors**
- **Batteries** other than those in electronic devices
- **Battery powered consumer products** such as power tools, toys, toothbrushes, cordless power tools
- **Contaminated electronic waste** such as medical equipment
- **Exercise/sporting equipment** (an incorporated tv screen should be recycled as e-waste)
- **Fans**
- **Gas cylinders** (propane, etc)
- **Gas powered lawn equipment**
- **Household hazardous waste** (pesticides, aerosols, cleaners)
- **Lamps and light bulbs**
- **Medical equipment** (can be accepted on a case-by-case basis)
- **Mercury containing** (thermostats, switches)
- **Miscellaneous household goods** such as Swiffers™, clocks, waffle irons, irons, sanders, staplers, lamps
- **Non-electronic items** such as CDs, VHS Tapes, DVDs, memory sticks and floppy discs
- **Radioactive devices** (including smoke detectors and exit lights)
- **Satellite dishes**
- **Small kitchen appliances**
- **Solar panels**
- **Vacuum cleaners, shop vacs**
- **Vehicle air bags**
- **Wood**, including wood-encased stereo speakers



RESULTS HIGHLIGHTS

465,194 pounds of covered e-waste was collected at all County Refuse Disposal Sites.

509,462 pounds of non-covered e-waste/universal waste electronic devices (UWED) was collected at all County Refuse Disposal Sites.

HHW COST CENTER

JUSTIFICATION: BOARD DIRECTED
WHO WORKS: Staff and Contractor (Conservation Corps North Bay)
FUNDING: HHW Cost Center
DURATION: Grant project term Sept 2022 to Sept 2025
DESCRIPTION: Offer up to 6 solar panel collection events for residentially-owned solar panels.

SOLAR PANEL RECYCLING EVENT

REPORTING PERIOD OF FY 22-23

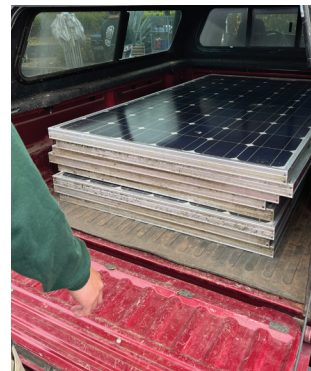
This first-of-its-kind pilot project explored considerations of an aging solar panel population in our region. The event was used to gather information to determine if a permanent program could and should be established in Sonoma County. Five more events are planned for FY 23-24.

Solar panels are currently considered universal waste, a category of hazardous waste, and cannot be safely disposed of in a landfill. Only 10% of solar photovoltaic, or PV, panels are recycled today in the US. Several companies and organizations in California recycle old solar panels to retrieve the valuable mineral components to use in new panels, but they only accept large quantity donations that are far larger than a typical residential array. Valuable materials contained in solar panels include cadmium telluride, silver, copper, and silicon. When removed from old panels these materials can be reutilized, lowering the need for additional mining for the projected demand for solar panels, driven in part by legislation.

Many solar panels have a lifespan of 20-30 years, but some homeowners replace solar panels before the end of their lifespan, in conjunction with roofing upkeep.

PANELS COLLECTED AT THE EVENT MUST HAVE BEEN GENERATED BY A RESIDENT (NOT A BUSINESS) IN SONOMA COUNTY.

RESIDENTS COULD BRING A MAXIMUM OF 40 PANELS.



SOLAR PANEL COLLECTION SUMMARY

CATEGORY	NOTES
Total collection	186 panels were collected
Reusable panels	6 panels will go to local reuse
End-of life panels	180 panels were sent for recycling
Media Outreach	Featured on KRCB Radio, NorCal Public Media, Waste 360, The Press Democrat, and the Sonoma County Gazette



