

FINAL REPORT

Zero Waste Sonoma – Technical Assistance 2023-2025



May 2025

Cascadia Consulting Group

Contents

1	Project Overview	1
1.1	Background	1
1.2	Initial Planning and Timeline	3
2	SB 1383 Food Recovery Implementation	4
2.1	Goals	4
2.2	Methodology	5
2.3	Outreach Observations	9
2.4	Outreach Success Stories	12
2.5	Results	14
2.6	Recommendations	17
3	Disposable Food Ware and Polystyrene Foam Ban Ordinance Compliance	19
3.1	Goals	19
3.2	Methodology	20
3.3	Outreach Observations	24
3.4	Outreach Success Stories	27
3.5	Results	28
3.6	Recommendations	31
4	City of Santa Rosa Diversion of High-waste Generators	34
4.1	Goals	35
4.2	Methodology	35
4.3	Outreach Observations	36
4.4	Outreach Success Stories	38
4.5	Results	38
4.6	Recommendations	40
5	Appendix.....	42
5.1	Task 2 Accounts Contacted List	42
5.2	Task 3 Accounts Contacted List	47
5.3	Task 4 Accounts Contacted List	52

1 Project Overview

1.1 Background

This report presents the results of an outreach and technical assistance project conducted for Zero Waste Sonoma (ZWS) from 2023-2025. Cascadia Consulting Group, Inc. (Cascadia) led this project together with Soluna Outreach Solutions (Soluna), Waste Sleuth & Associates (Waste Sleuth), HDR, and Edgar & Associates, on behalf of ZWS. ZWS is a joint-powers authority located in Sonoma County.

In this project, we designed and conducted technical assistance outreach for compliance with California Senate Bill 1383 (SB 1383) requirements and disposable food ware ordinances in Sonoma County.

Our approach was adaptable, inclusive, and multilingual. We provided education to assist Tier I and Tier II Commercial Edible Food Generators (CEFGs) (Figure 1) with edible food donation compliance, supported food and beverage facilities to transition away from disposable and polystyrene foam food ware, and worked closely with high-waste generators in Santa Rosa to adopt practices that will lead to sustained waste diversion and contamination reduction—all while incorporating an equity lens across all project components.

Funding for this project comes from CalRecycle SB 1383 Local Assistance Grant funds and ZWS's regular budget.

The Disposable Food Service Ware and Polystyrene Foam Model Ordinance was developed by Zero Waste Sonoma staff in 2018 and approved by the Agency Board of Directors. City Councils were presented the ordinance in 2019, 2020, and 2021. Most jurisdictions opted to delay ordinance enforcement until 2022, due to COVID-19. In this project we conducted technical assistance to provide education and outreach to many of the impacted businesses throughout Sonoma County. Jurisdictions each adopted modifications of the model ordinance¹.

The SB 1383 Short-Lived Climate Pollutants (SLCP)² was adopted in 2016 with a rollout of requirements over subsequent years. Overall targets to achieve in California by 2025: 75% less organic waste sent to landfills and 20% of unsold, still-edible food sent to food recovery organizations. Requirements addressed in this project include:

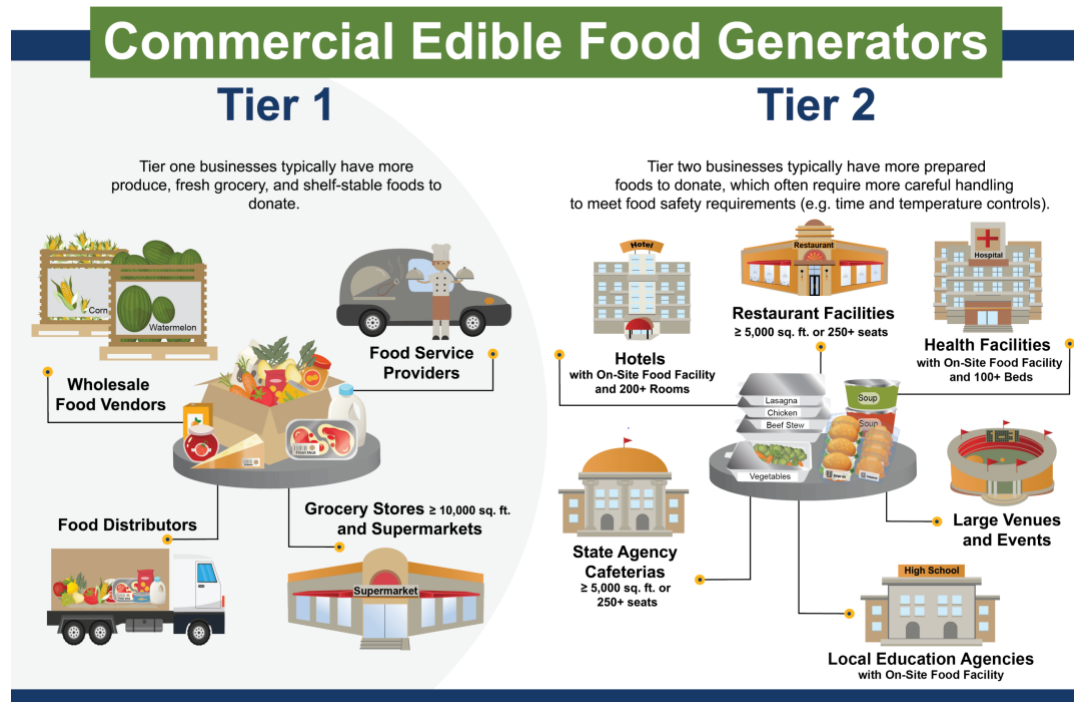
- Mandatory organics and recycling collection services for businesses and multifamily complexes five units or greater.

¹ <https://zerowastesonoma.gov/news/disposable-food-service-ware-and-polystyrene-ordinance-update>

² http://www.leginfo.ca.gov/pub/15-16/bill/sen/sb_1351-1400/sb_1383_bill_20160919_chaptered.htm

- Annual education of employees and tenants on how to sort organic waste.
- Donation of maximum amount of surplus edible food by Tier I and Tier II CEEGs
- Edible food recovery donation contracts and recordkeeping

Figure 1. Definition of Commercial Edible Food Generator Tier I and Tier II



This report is organized around three primary tasks:

- Task 2: SB 1383 Food Recovery Implementation
- Task 3: Disposable Food Ware and Polystyrene Foam Ban Ordinance Compliance
- Task 4: City of Santa Rosa Diversion of High-waste Generators

Each task is divided into six sections:

- Goals
- Methodology
- Observations and Insights
- Outreach Success Stories
- Results
- Recommendations

1.2 Initial Planning and Timeline

Cascadia held a virtual kick off meeting to confirm the scope and budget, outline tasks, and walk through the timeline for the project. We then developed outreach toolkits, obtained food handler certifications, and conducted account prioritization and an equity assessment to prepare for outreach and technical assistance. Marketing, outreach, and technical assistance continued through the end of the project, with regular meetings and quarterly reporting. Table 1 highlights the overall timeline, including key deliverables.

Table 1. Project Timeline and Deliverables

Tasks and Deliverables		2023		2024												2025			
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
1	Project Kickoff, Management, & Reporting																		
1.1	Kickoff Meeting	•					•												
1.2	Coordination Meetings	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
1.3	Project Management and Oversight	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
1.4	Reporting					•			•			•			•			•	•
2	SB 1383 Food Recovery Implementation																		
2.1	Account Prioritization & Equity Assessment	•	•	•	•	•	•												
2.2	Outreach Toolkit		•	•	•	•													
2.3	Certifications		•																
2.4	Technical Assistance							•	•	•	•	•	•	•	•	•	•	•	
3	Disposable Food Ware Ordinance and Polystyrene Foam Ban Compliance																		
3.1	Account Prioritization & Equity Assessment	•	•	•	•	•	•												
3.2	Outreach Toolkit		•	•	•	•													
3.3	Marketing Calls							•	•	•	•								
3.4	Technical Assistance							•	•	•	•	•	•	•	•	•	•	•	
4	City of Santa Rosa Diversion of High-waste Generators																		
4.1	Meetings, Project Management, & Reporting	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
4.2	Account Prioritization & Equity Assessment	•	•	•	•	•													
	Outreach to High-waste Generators						•	•	•	•	•	•	•	•	•	•	•	•	

2 SB 1383 Food Recovery Implementation



In this task, we conducted outreach to Tier I and Tier II Commercial Edible Food Generators subject to SB 1383 regulations for surplus edible food recovery. Cascadia worked closely with ZWS staff to finalize outreach goals and methodology. Cascadia, Soluna, and Waste Sleuth provided technical assistance as the outreach team.

Under this task, Commercial Edible Food Generators are referred to as “CEFGs” or “accounts”.

2.1 Goals

The goal of Task 2 was to contact 140-160 of the highest generating CEFGs with a goal of bringing 80 percent of accounts (112-128 CEFGs) into compliance. This goal was developed under the assumption that 40 percent of selected businesses would be Tier I CEFGs and 60 percent of selected businesses would be Tier II CEFGs.

During the initial kick-off meeting, ZWS and Cascadia collaborated to set the following objectives:

- Assist CEFGs with starting and maintaining edible food donation programs and bring 80% of accounts contacted into compliance.
- Help CEFGs troubleshoot edible food donation programs, contracts with food recovery services/food recovery organizations (FRS/FROs), and documentation to ensure program longevity.
- Log all outreach activities in ZWS’s program tracking software, Recyclist, to obtain an accurate picture of progress toward overall business compliance.

2.2 Methodology

ACCOUNT SELECTION AND EQUITY

Cascadia worked closely with ZWS to create an equitable account prioritization list.

The intent was to include all jurisdictions and ensure that at least 10 percent of the accounts on the prioritization list represented areas or businesses that have historically been underserved. This includes businesses in lower income neighborhoods, businesses owned by immigrants or refugees, and businesses that cater to Black, Indigenous, or People of Color (BIPOC) communities. Our approach to identifying and selecting these additional accounts was informed by the data, insights, and community relationships of local jurisdiction staff, referrals from ZWS and Edgar & Associates, past surveys, and additional desktop research to ensure a well-informed and equitable decision-making process.

The steps of this overall methodology were:

1. **Select 160 of the highest organics-generating CEFGs for the account prioritization list.** To create this list, Cascadia used ZWS's Tier I and Tier II generator list and the [2022 Edible Food Recovery Capacity Study](#) (Capacity Study), as prepared by Abound Food Care.³ To ensure outreach was allocated equitably across Sonoma County, Cascadia's initial selection was based on jurisdiction population (Table 2).

Table 2. Allocation of Target CEFGs Based on Jurisdiction Population Size

Jurisdiction	Jurisdiction Population (2020 Census)	Percent of Sonoma County Population	Number of Target CEFG	Outreach Specialist Team
Santa Rosa	178,127	36%	58	Soluna
Unincorporated Sonoma County	134,056	27%	44	Soluna & Waste Sleuth
Petaluma	59,776	12%	20	Waste Sleuth
Rohnert Park	44,390	9%	15	Soluna
Windsor	26,334	5%	9	Soluna & Waste Sleuth
Healdsburg	11,340	2%	4	Soluna
Sonoma	10,739	2%	4	Waste Sleuth
Cloverdale	8,996	2%	3	Soluna
Cotati	7,584	2%	2	Soluna
Sebastopol	7,521	2%	2	Soluna & Waste Sleuth
Total Sonoma County	488,863	100%	160	

³ <https://zerowastesonoma.gov/reports/edible-food-recovery-study-2022>

2. **Remove the 16 lowest-generating accounts (10 percent of the total) and replace them with accounts that have historically been underserved.**
 - a. **Create a map of Sonoma County using data from CalEnviroScreen to identify priority census tracts that are above the 60th percentile for both poverty and linguistic isolation.**
 - b. **Add accounts to the map from the initial selection workbook described above, which includes accounts from both incorporated and unincorporated jurisdictions in Sonoma County.**
 - c. **Select candidate accounts that fall within the priority census tracts. See Figure 2 and Figure 3.**
 - d. **Send the preliminary account prioritization list to ZWS for review and incorporate feedback.**
 - e. **Perform desktop research and consult ZWS staff as needed.**

During their review, ZWS identified communities in West Sonoma County (such as Bodega Bay) and Boyes Hot Springs as priority communities for CEFG outreach, based on the [Sonoma Valley Food Security Report](#).⁴ Cascadia added accounts from these communities to ensure that outreach was inclusive and responsive to community needs.

After multiple rounds of review, Cascadia and ZWS selected a total of 154 CEFGs for the Task 2 prioritization list.

Over the course of the project, accounts were added to the list in the following instances:

- If the outreach team worked well with an account from another task's prioritization list and felt it was appropriate to share additional information (such as disposable food ware ordinance compliance information and reuse grant opportunities under Task 3), the team proposed this to ZWS and ZWS confirmed additions.
- If an account had multiple locations (such as a chain grocery store), the outreach team added each location that was involved in the task.
- In January 2025, Cascadia projected the remaining budget needed to complete the initial prioritization list and identified capacity to add additional accounts within budget. Cascadia collaborated with ZWS to create a second prioritization list and expand program impact.

As a result of these additional efforts, the outreach team contacted 194 total accounts.

⁴ <https://www.sonomavalleycatalystfund.org/food-security-study>

Figure 2. Map of prioritized CEFGs in Sonoma County

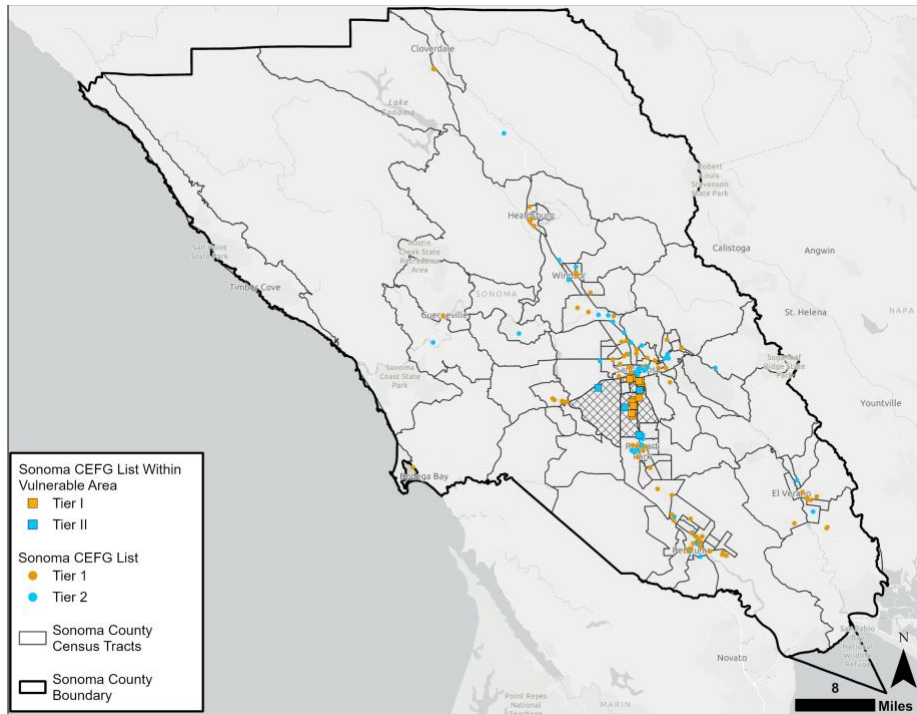
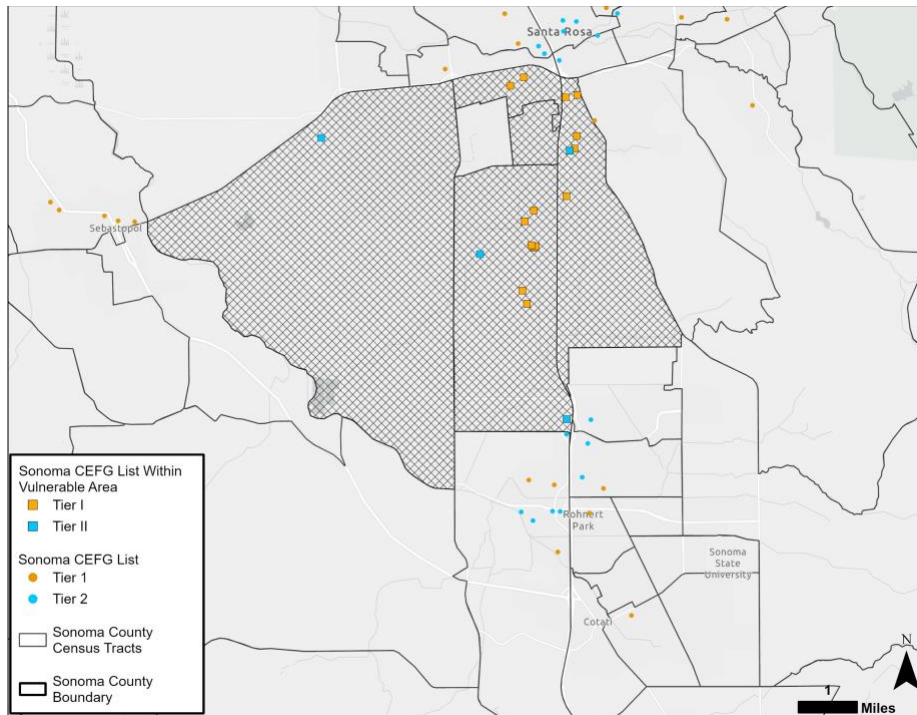


Figure 3. Close-up map of prioritized CEFGs within the vulnerable area (see cross-hatched section) in Sonoma County



OUTREACH TOOLKIT

Cascadia worked with ZWS to create a toolkit of existing resources and new materials to support the outreach team in providing technical assistance to CEFGs. The toolkit included:

- Safe food storage, preparation, and donation guides, customized by business type (such as restaurants, schools, or health facilities)
- Template recordkeeping document for CEFGs
- Customizable model food recovery service agreement between CEFGs and FRS/FROs
- Careit flyer with instructions on using the Careit software
- Phone script
- Email templates
- PowerPoint slides for training CEFGs on how to start a food recovery program in compliance with SB 1383

OUTREACH

Prior to beginning outreach, each member of the outreach team (outreach specialists) completed either a Food Safety Manager or Food Handler Certification through Sonoma County Environmental Health and Safety.

Each outreach specialist led outreach within a specific geographical region to maximize efficiency during site visits. Assigning outreach specialists to specific regions also ensured consistency in their contact with CEFGs and FRS/FROs, building trust and rapport in the community. Table 2 above lists the outreach specialist teams by jurisdiction.

Outreach specialists also developed protocols with hauler representatives from Recology Sonoma-Marin (RSM), Sonoma County Resources Recovery (SCRR), and Sonoma Garbage Collectors (SGC) to coordinate any overlap in technical assistance needs, such as service level changes and proper sorting education.

After the prioritization list was finalized, the outreach team provided technical assistance using the following methods and guidance. Outreach specialists:

- Were trained in community-based social marketing (CBSM) approaches, learned about food recovery systems, and established collaboration with the Food Recovery Coalition and Food Recovery Network (FRN).
- Conducted phone calls and sent emails using contact information available in Recyclist or found through desktop research of the business.
- Verified correct contact person and information, such as a store manager, business owner, Director of Food and Nutrition, Director of Food and Beverage, or a similar role.

- Provided information and answered questions regarding SB 1383 requirements, recorded the email and direct phone number of the contact person in Recyclist, and attempted to schedule follow-up meetings.
- Adjusted their communication approaches depending on how each CEFG reacted to and interacted with them. Specialists applied cultural competency practices and adapted messaging to ensure accessibility and relevance based on each CEFG's context, including language and cultural preferences.
- Conducted all applicable Task 2, 3, and 4 outreach for an account at the same time to increase efficiency and minimize confusion for the account. For example, if an account was on the prioritization lists for both Task 2 and Task 3, the outreach specialist would incorporate Task 3 outreach while providing technical assistance for Task 2.
- Provided additional technical assistance for Task 3 and Task 4 for accounts not on the prioritization list for those tasks, when appropriate and approved by ZWS. Outreach specialists then added the accounts to each tasks' prioritization list and added all information in Recyclist.
- Aimed to achieve outreach goals with no more than two site visits per account, to minimize travel costs.
- Conducted follow-up phone calls and emails as needed.
- Logged all activities into Recyclist.

2.3 Outreach Observations

During the project, the outreach team made observations about what accounts did and did not know and how they felt about the ordinances, taking the pulse of community. Throughout this process, the team observed themes, encountered barriers, made adjustments, and gathered insights. Table 3 summarizes these key observations and the outreach team's responses and notes.

Table 3. Task 2 Observations, Outreach Response, and Notes

Observations	Outreach Response & Notes
Low awareness of SB 1383 edible food recovery requirements	<ul style="list-style-type: none"> • Many accounts were unaware of the SB 1383 requirements. • Outreach specialists provided in-person overviews, explained donation requirements, and shared simple, in-language materials and support. • In-person, clear, and culturally relevant outreach was the most effective way to inform busy owners and managers.
Challenges finding a decision-maker	<ul style="list-style-type: none"> • Contact information in Recyclist can be sparse and often connects to someone in charge of account payments, rather than someone with the authority to start or verify a food recovery program.

Observations	Outreach Response & Notes
	<ul style="list-style-type: none"> After failed email and phone outreach to reach the appropriate contact with authority over food programs, outreach specialists conducted drop-in visits. Drop-ins were effective in identifying and connecting with decision-makers.
Belief that no surplus food existed	<ul style="list-style-type: none"> Many businesses believe they do not have any surplus food to donate because they sell all their products and do not generate any excess. In these cases, outreach specialists explained that SB 1383 covers even occasional surplus and introduced Careit as a simple tool to list infrequent donations. Businesses responded positively to low-barrier options like Careit that make compliance easier.
Partial donations from select departments	<ul style="list-style-type: none"> SB 1383 requires donating the maximum amount of surplus edible food. Outreach specialists encouraged businesses like supermarkets to expand donations beyond easy departments (such as the bakery) to include all surplus edible food. Partial compliance was common; reinforcing full-site donation expectations helped expand participation.
Making donations without a contract or documentation	<ul style="list-style-type: none"> Outreach specialists shared a one-page food recovery agreement template that ZWS adapted from CalRecycle's model. Specialists worked with Redwood Empire Food Bank (REFB) to formalize many "handshake" agreements with longstanding donors, so they could be in compliance. Specialists reminded both accounts and FROs of the requirement for signed agreements and offered quick, simple templates to formalize partnerships. Simplified, ready-to-use templates made formalizing donations faster and less overwhelming for CEFGs.
Unfamiliarity with local FROs	<ul style="list-style-type: none"> Specialists developed and distributed regionally tailored lists of local FROs and discussed different options during outreach. Many CEFGs were unaware of the number and types of FROs available to them locally.
Difficulty connecting to responsive FROs	<ul style="list-style-type: none"> Specialists attempted matches between CEFGs and FROs and followed up when FROs were unresponsive or unable to take new donors. FRO capacity and responsiveness can be a limiting factor for food recovery program success.

Observations	Outreach Response & Notes
Starting a food recovery program felt overwhelming	<ul style="list-style-type: none"> Specialists offered outreach with empathy, culturally relevant assistance, and tailored FRO lists. They helped with each step of the process. Establishing food donation programs often required multiple rounds of education, patience, and support.
Concerns about added workload	<ul style="list-style-type: none"> Specialists positioned food recovery as part of community support. Framing recovery positively and offering easy pathways reduced resistance, especially among busy operators.
Resistance despite support	<ul style="list-style-type: none"> After repeated support efforts, outreach specialists explained that non-compliance could trigger Environmental Health inspections and potential fines. Clear explanation of enforcement consequences led many CEFGs to complete donation agreements. Behavior change is slow, despite support tools. Learning curves and process changes are not simple. Online tools like Careit do not work well for people accustomed to pen and paper documentation.
Concerns about the safety and cleanliness of food recovery	<ul style="list-style-type: none"> Specialists addressed perceptions that organics handling is "unclean" and reassured and informed CEFGs about safe and clean practices and the importance of food recovery. Misunderstanding about food waste and organic materials required targeted education to shift views.
Strategies improved over the course of outreach	<ul style="list-style-type: none"> Specialists adjusted their outreach approach based on CEFG feedback. They added Careit as a tool, simplified materials, and refined messaging tone. Iterative learning and flexible adaptation significantly improved outreach outcomes over time.

2.4 Outreach Success Stories

Overall, the outreach team received positive responses. While in many cases it took multiple attempts to make contact (including emails, phone calls, and occasionally more than two site visits), most CEEGs responded positively. Only a few CEEGs disregarded or declined assistance. Many promptly provided copies of their FRS/FRO agreements and appreciated the technical assistance offered, with outreach specialists explaining the process, connecting them to an FRS/FRO, helping finalize their services agreements, and helping establish recordkeeping practices.

The following stories are examples of successful outreach interactions and effective methods the outreach team used to engage with CEEGs.

Marin-Sonoma Produce

The owner of Marin-Sonoma Produce was enthusiastic about feeding food-insecure people with surplus edible food. The business was already donating outdated or surplus produce to local farmers as animal feed, but the owner did not know who to contact to donate food to people. The outreach team provided him with a list FRS/FROs that would potentially be interested in the business's edible food. Within three weeks, the outreach team received a copy of their signed donation agreement with Sonoma Family Meal, along with a message thanking us for helping them.

Lola's Markets

Although only one of their stores was on the original prioritization list, Lola's Markets decided to develop donation programs and establish agreements for edible food recovery at all their locations. The outreach team persisted through some initial difficulties in making contact with the account and ultimately had many conversations with the manager about food donation guidelines, connected them with FRS/FRO options, and supported their donation program development.

In-language and culturally relevant outreach

Many of the owners and staff in small restaurants, neighborhood supermarkets, and a few nursing homes were Spanish-speaking, and the bilingual outreach specialists played a crucial role in fostering effective communication. The team conducted outreach in Spanish and used bilingual materials and cultural sensitivity to build rapport, trust, and help the outreach specialists guide these accounts through the process.

Soluna also produced three segments on "Nuestra Tierra", a bilingual radio program (conducted in Spanish) dedicated to informing the community about environmental issues, local initiatives, and available resources. In a series of three one-hour shows, Soluna focused on California's SB 1383 requirements and how they apply to businesses in Sonoma County. Soluna explained how businesses should separate their organics, donate surplus edible food to help feed food-insecure people, and take advantage of the free technical support and resources available to them. The outreach team also reminded listeners that site visits to many local businesses would be

conducted to offer further assistance and support compliance. Segments were aired June 10 2024, September 2 2024, and January 13 2025.

Cascadia also supported outreach to Chinese-speaking decision makers as needed, conducting marketing and outreach calls to reach accounts in their preferred language.

Careit

[Careit⁵](https://careit.com/) is an online software that allows CEFGs free access to post available food donations by type and quantity. Food donations are matched to nearby FRS/FROs, who coordinate pick-up and delivery of the food and distribution to food-insecure people. Donating through Careit automatically generates a donation agreement and the recordkeeping required for SB 1383 compliance. ZWS bought a license for a jurisdiction level Executive Account, which grants access to data for the County. Many chain restaurants, cafeterias, and small producers signed up for the Careit app after several emails, calls, site visits, and support from the outreach team. A few examples of interactions include:

- A cafeteria at a local hospital successfully posted a donation on the Careit platform within a few days of registering.
- A business owner in Santa Rosa who did not feel comfortable with computers was very pleased that he was able to complete the registration process on his own, with some assistance over the phone from the outreach team.
- Initially, many restaurant managers deferred to corporate offices or did not return follow-up outreach contacts. They believed they were exempt from the regulations and claimed they did not have surplus food. After outreach specialists clearly explained the process and emphasized the simplicity of registering with Careit for compliance, many managers became more engaged.

While there was initial reluctance to use Careit among Tier I generators, many Tier II generators (specifically restaurants) eventually registered after learning that registration would satisfy the SB 1383 recordkeeping requirements. The outreach team found that Careit is a useful alternative compliance pathway for Tier II CEFGs that have little to no excess edible food to donate.

Redwood Empire Food Bank

During outreach to Tier I generators, outreach specialists worked closely with the Redwood Empire Food Bank (REFB) to ensure accounts had formal food recovery agreements in place. Many accounts claimed they were already donating food to REFB but could not provide a signed agreement, which is a key requirement for SB 1383. The outreach team verified donations with REFB and facilitated securing the agreements. The good partnership with REFB was essential in helping businesses meet requirements and continue donating surplus food. Their support made the process smoother and more accessible for accounts.

⁵ <https://careit.com/>

2.5 Results

Overall, the outreach team was able to expand the impact of its technical assistance, exceed the original task goal for number of accounts contacted, and make great progress toward bringing accounts into compliance. The team achieved 126% of their account contact goal and 90% of the goal to bring accounts into compliance. We defined compliance here as having the outreach team or ZWS verify that a food donation contract has been made.

In the course of the project, the outreach team discovered quite a few accounts were not in fact regulated under the law as a Tier I or Tier II account due to not meeting size or capacity requirements. For example, while some wineries with a large square footage were included in the initial list, they may not fall under the specific requirements for Tier I or Tier II. In these cases, the outreach team still encouraged accounts to donate excess edible food to foster a sense of goodwill and social responsibility but were clear when it was not required under SB 1383. These are reported here as “Assisted” with an outreach status of “Not Regulated”, and Tier I/Tier II status was removed in Recyclist.

The results of Task 2 are summarized in the following tables and charts.

Table 4 compares the outreach goals established at the start of this task against what the outreach team accomplished.

Table 4. Task 2 Summary of Results

Task 2 Metric	Goal	Actual	% of Goal
Total Outreach Activities	N/A	1056	N/A
Accounts Contacted	154	194	126%
Accounts Assisted*	N/A	151	N/A
Outreach Complete / Food Contract Verified**	123	111	90%

*Accounts Assisted metric includes:

- **Outreach Status Complete:** Accounts that were already donating and confirmed a food recovery contract or received assistance to sign an agreement and start donating.
- **Outreach Status Not Regulated:** Accounts that received technical assistance and in the course of assistance were determined to not be Tier I or Tier II.

**Includes 1 account that made a verified food contract but was ultimately determined to be “Not Regulated”

Figure 4 summarizes the final outreach status of all accounts contacted.

Figure 4. Task 2 Outreach Status at Project Conclusion

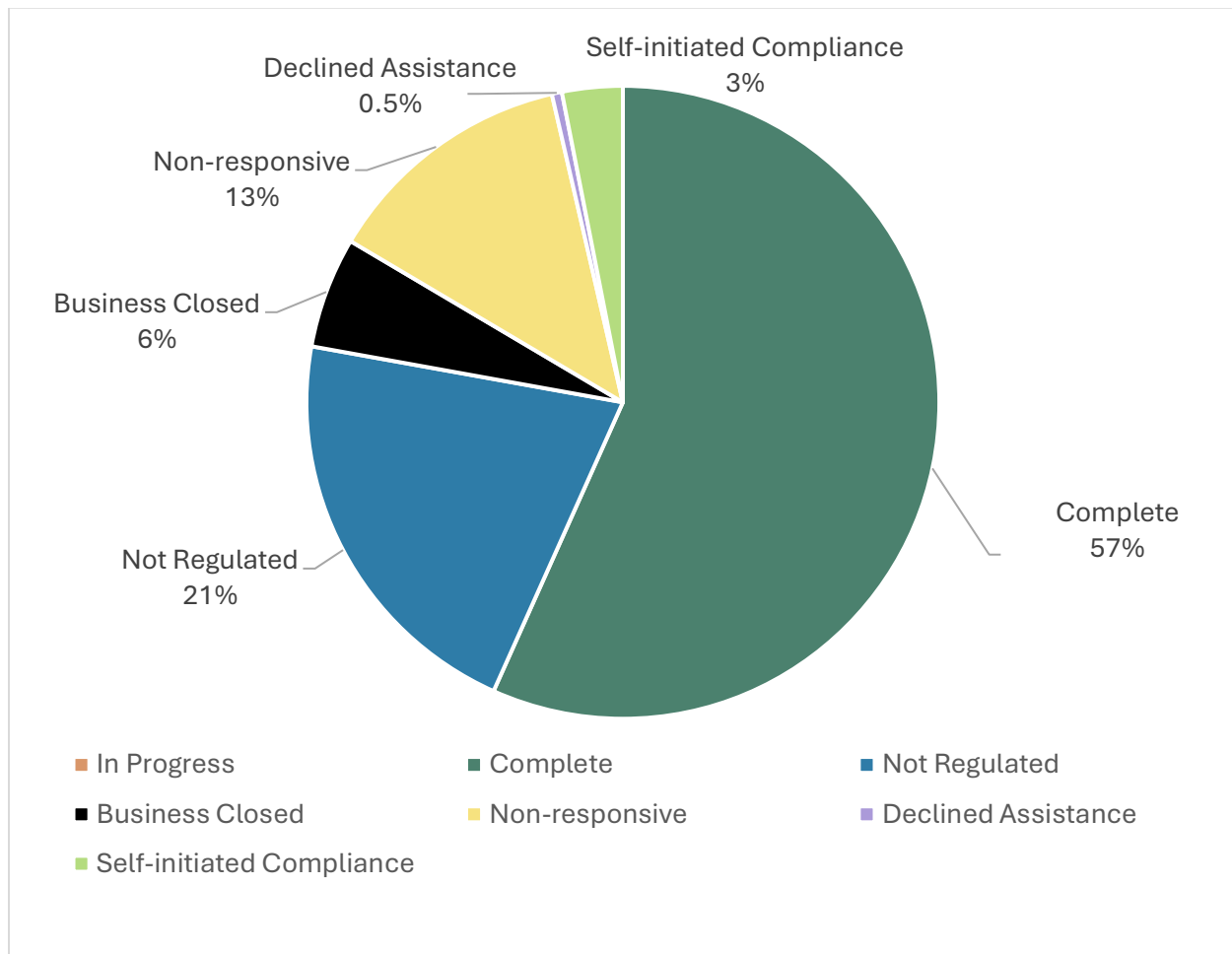


Figure 5 and Table 5 show outreach results by jurisdiction.

Figure 5. Task 2 Accounts Contacted and Complete

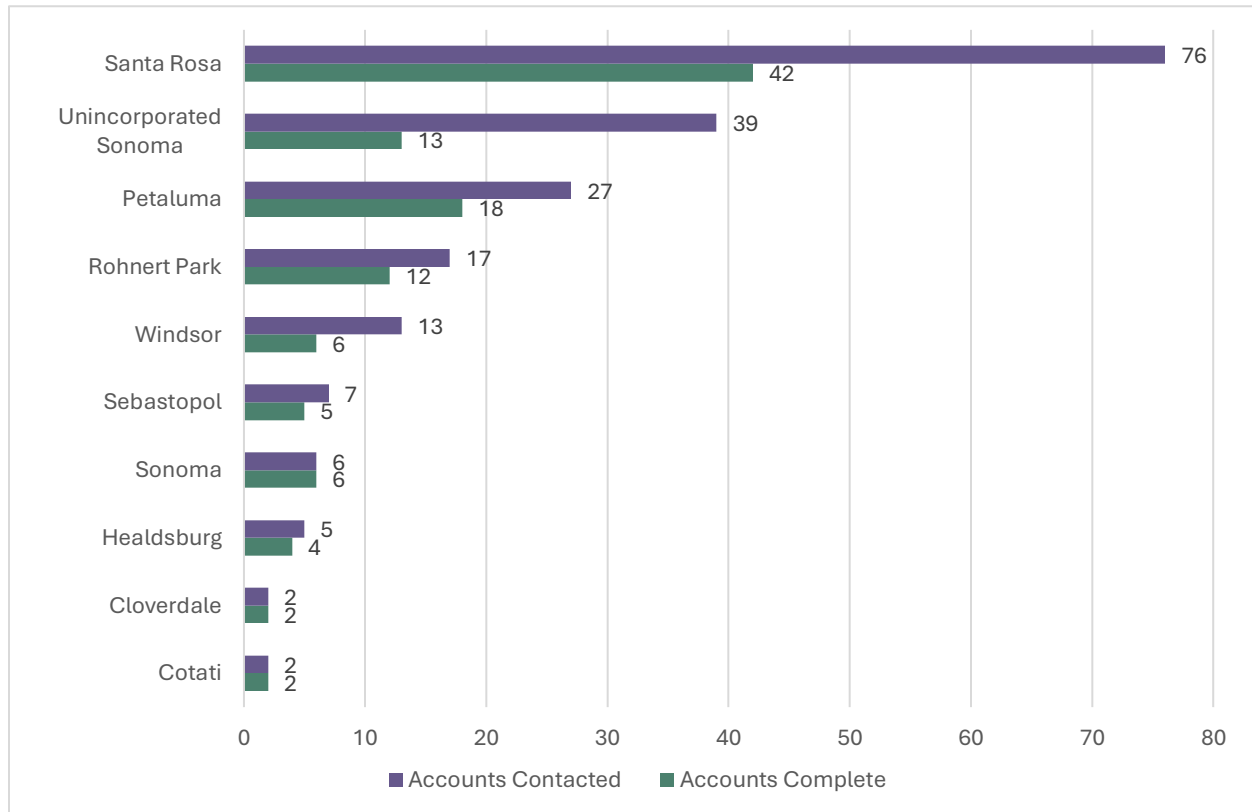


Table 5. Task 2 Outreach Status at Project Conclusion by Jurisdiction

Jurisdiction	# of Accounts Contacted	Complete	Non-responsive	Declined Assistance	Self-initiated Compliance	Not Regulated	Business Closed
Santa Rosa	76	42	14	0	0	16	4
Petaluma	27	18	5	0	1	1	2
Sonoma	6	6	0	0	0	0	0
Rohnert Park	17	12	1	1	1	2	1
Cotati	2	2	0	0	0	0	0
Sebastopol	7	5	0	0	1	1	0
Windsor	13	6	1	0	1	5	0
Healdsburg	5	4	0	0	0	1	0
Cloverdale	2	2	0	0	0	0	0
Unincorporated Sonoma	39	13	4	0	2	16	4
Total	194	110	25	1	6	41	11

2.6 Recommendations

The following are recommendations for maintaining the results achieved and continuing to expand community understanding and compliance across Sonoma County.

1. Continue Environmental Health Inspections and Enforcement

- **Work with Environmental Health to conduct SB 1383 inspections.**
- **Follow up inspections with enforcement as needed.** Outreach specialists emphasized to the CEFG that enforcement would be the next step if they refused assistance and continued to be out of compliance. Following through on enforcement will validate the outreach message and may be sufficient to prompt accounts to take action.

2. Engage and Coordinate with Food Recovery Organizations and Food Recovery Services

- **Look for opportunities to help FRS/FROs with responsiveness.** Slow or inconsistent replies from some FRS/FROs made donor matching difficult. This may be due to organizations being predominantly non-profit and volunteer-run, which limits their capacity.
- **Continue collaboration with FRN and FRC.** Ongoing partnership with the Food Recovery Network and Food Recovery Coalition can help scale efforts and build a more responsive system countywide.

3. Build Community Buy-in and Momentum

- **Use testimonials to build trust.** Highlight stories from accounts already participating successfully. Peer examples can help overcome skepticism and show what is possible.
- **Tailor support to different business types.** Understand the unique needs and food waste patterns of Tier I and Tier II generators and adjust outreach accordingly.
- **Continue providing regionally tailored FRO lists.** Customized lists make it easier for businesses to find nearby recovery partners and understand who to contact. Generally, businesses know about REFB, but the food bank has limitations on the types of food it can accept (especially for prepared food) and its capacity to pick up. There are many other FROs that may be closer and willing to receive a wider variety of food.

4. Continue Improving and Sharing Information and Resources

- **Clarify goals, compliance requirements, and guidelines.** Many CEFGs were not aware of or misunderstood the requirements. Use simple language to explain what is required and why it matters. Ensure that businesses donating food understand the need to document donations and maintain records for compliance. Many CEFGs were unsure about what kinds of food are acceptable for donation (such as expired, dented, bruised, and cut food items).

- **Address concerns about time and effort.** Many accounts hesitated to start a food recovery program due to perceived workload. Share templates, simple steps, tools, and examples.
- **Prioritize in-person visits.** Face-to-face conversations with decision-makers were the most effective outreach method. They build trust and lead to more successful outcomes than letters or calls.
- **Continue regular check-ins.** Ongoing outreach helps businesses stay on track, troubleshoot challenges, and maintain compliance over time.
- **Provide customized, consistent support.** Approach each account ready to listen and assess the type of information and guidance needed, which may include requirements, benefits, misunderstandings, compliance steps, and donation options.
- **Encourage use of Careit.** For businesses with low or infrequent surplus food, Careit offers a simple donation process and helps document compliance.
- **Highlight the community benefit.** Explain how food recovery reduces waste, supports hunger relief, and contributes to a more sustainable local food system.
- **Target outreach to under-engaged accounts and organizations.** Focus on reaching Tier II businesses and food wholesalers, many of whom were unaware of donation requirements.

5. Recognize and Celebrate Success

Recognition encourages continued participation and sets an example for others to follow.

Consider recognizing two to three businesses per year. Select candidates who were early adopters and those who navigated challenges or initial skepticism to model a path for others. Recognition opportunities may include:

- An awards ceremony during a ZWS board meeting, Zero Waste Symposium, or an annual breakfast or lunch ceremony. Food could be provided using edible food waste from REFB.
- Positive case studies or local media spotlights
- Certificates, plaques, or other displays of appreciation
- Invitations to speak or share experiences at events

3 Disposable Food Ware and Polystyrene Foam Ban Ordinance Compliance



In this task, we conducted outreach to food facilities subject to the Disposable Food Ware and Polystyrene Foam Ban Ordinance. Since some of the jurisdictions adopted modifications of the model ordinance, Cascadia worked closely with ZWS staff to finalize outreach goals and methods. Cascadia, Soluna, and Waste Sleuth & Associates conducted the outreach.

Under this task, food facilities required to comply with the ordinance are referred to as “food facilities” or “accounts”.

3.1 Goals

The goal of Task 3 was to contact 200 priority food facilities, with a goal of ultimately assisting 80 percent (140) of the contacted priority accounts.

During the initial kick-off meeting, ZWS and Cascadia collaborated to set the following objectives:

- Assist food facilities with understanding and complying with applicable ordinances.
- Identify a variety of success stories that can be shared with other food facilities.
- Encourage food facilities that use disposables for dine-in to use reusables instead.

The reusables for dine-in ordinance specifically applied to Santa Rosa and Sebastopol and results are reported for those jurisdictions. However, outreach specialists encouraged reuse among all accounts as a general best practice.

3.2 Methodology

ACCOUNT SELECTION AND EQUITY

Cascadia worked closely with ZWS to create an equitable account prioritization list.

The intent was to include all jurisdictions and ensure that at least 10 percent of the accounts on the prioritization list represent areas or businesses that have historically been underserved. This includes businesses in lower income neighborhoods, businesses owned by immigrants or refugees, and businesses that cater to Black, Indigenous, or People of Color (BIPOC) communities. Our approach to identifying and selecting these additional accounts was informed by the data, insights, and community relationships of local jurisdiction staff, referrals from ZWS and Edgar & Associates, past surveys, and additional desktop research to ensure a well-informed and equitable decision-making process.

The steps of this overall methodology were:

1. **Select 200 food facilities for the account prioritization list. To create this list, Cascadia used a list of 3,500 food facilities with food permits that ZWS obtained from the County of Sonoma Environmental Health. To ensure outreach was allocated equitably across Sonoma County, Cascadia's initial selection for the prioritization list was based on jurisdiction population (Table 6).**

Table 6. Allocation of Target Food Facilities Based on Jurisdiction Population Size

Jurisdiction	Jurisdiction Population (2020 Census)	Percent of Sonoma County Population	Number of Target Food Facilities	Outreach Specialist Team
Santa Rosa	178,127	36%	73	Soluna
Unincorporated Sonoma County	134,056	27%	55	Soluna & Waste Sleuth
Petaluma	59,776	12%	24	Waste Sleuth
Rohnert Park	44,390	9%	18	Soluna
Windsor	26,334	5%	11	Soluna & Waste Sleuth
Healdsburg	11,340	2%	5	Soluna
Sonoma	10,739	2%	4	Waste Sleuth
Cloverdale	8,996	2%	4	Soluna
Cotati	7,584	2%	3	Soluna
Sebastopol	7,521	2%	3	Soluna & Waste Sleuth
Total Sonoma County	488,863	100%	200	

2. **Remove the 20 lowest-generating accounts (10 percent of the total) and replace them with accounts that have historically been underserved.**
 - a. **Create a map of Sonoma County using data from [CalEnviroScreen](#) to identify priority census tracts that are above the 60th percentile for both poverty and linguistic isolation.**
 - b. **Add accounts to the map from the County of Sonoma Environmental Health list.**
 - c. **Select candidate accounts that fall within the priority census tracts. See Figure 6 and Figure 7.**
 - d. **Send the preliminary account prioritization list to ZWS for review and incorporate feedback.**
 - e. **Perform desktop research and consult with ZWS staff as needed.**

After multiple rounds of review, Cascadia and ZWS selected a total of 200 food facilities for the Task 3 prioritization list.

Over the course of the project, accounts were added to the list in the following instances:

- If the outreach team worked well with an account from another task's prioritization list and felt it was appropriate to share additional information (such as food recovery compliance information under Task 2), the team proposed this to ZWS and ZWS confirmed additions
- If an account had multiple locations (such as a chain restaurant), the outreach team added each location that was involved in the task.

As a result of these additional efforts, the outreach team contacted 211 total accounts.

Figure 6. Map of prioritized food facilities in Sonoma County

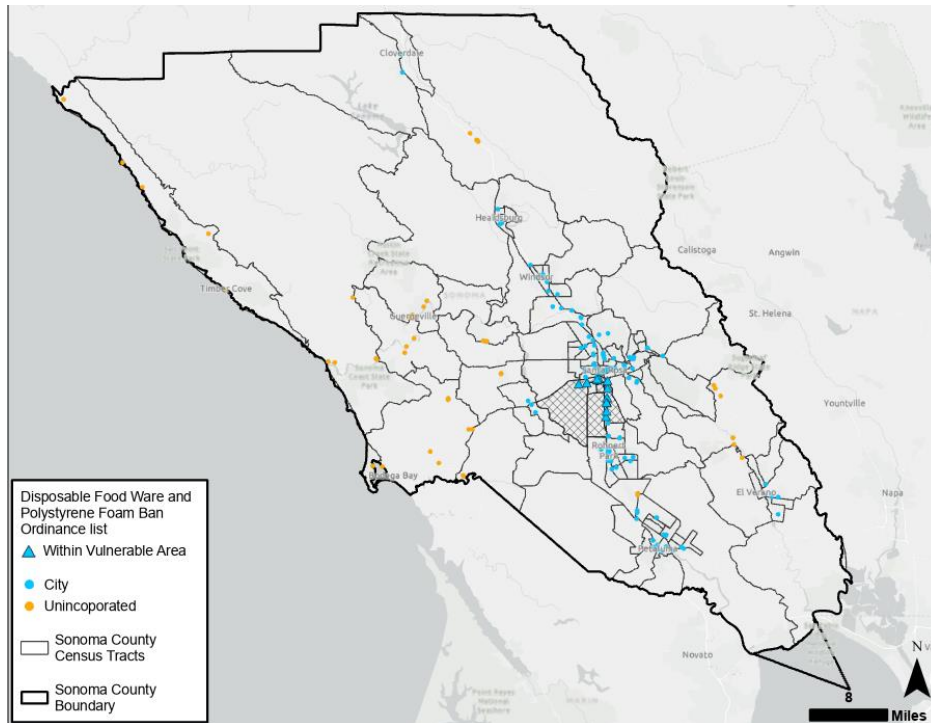
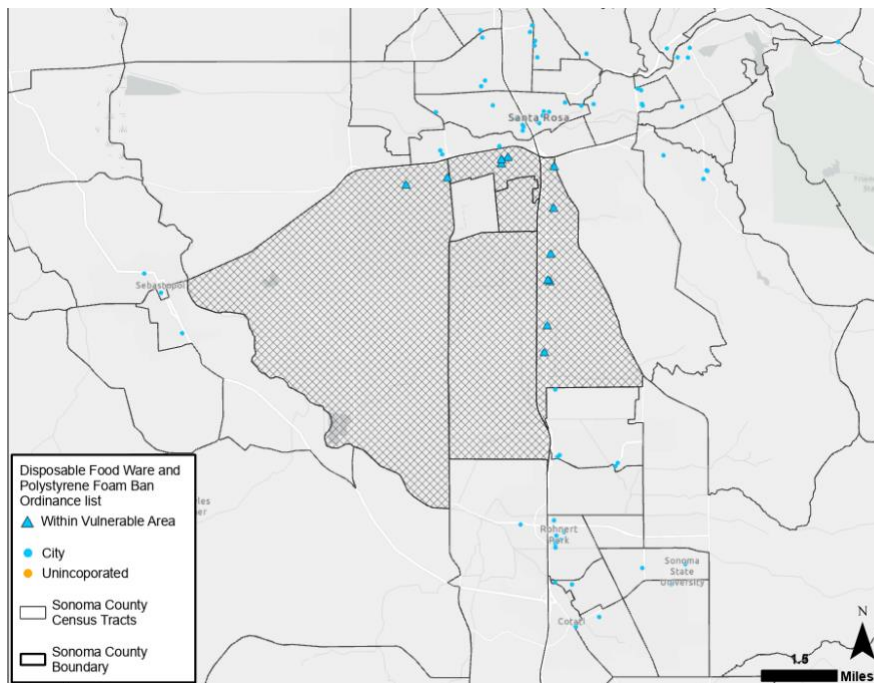


Figure 7. Close-up map of prioritized food facilities within the vulnerable area (see cross-hatched section) in Sonoma County



OUTREACH TOOLKIT

Cascadia worked with ZWS to create a toolkit of existing resources and new materials to support the outreach team in providing technical assistance to food facilities. The toolkit included:

- Flyers providing an overview of the ordinances to share with accounts
- Ordinance postcard
- Outreach Guide of best practices in outreach
- Ordinance Guide to help outreach specialists understand the complexities of the ordinances, terms, and acronyms.
- Email templates
- Case studies
- Established list of vendors selling food ware compliant with the ordinance
- Flyer providing an overview of the Reusable Food Ware Grant offered by ZWS with a QR code linking to the application
- BYO reusables decal for businesses to put on windows

REUSE GRANT

ZWS is offering mini-grants to support businesses, nonprofit organizations, and community groups to purchase reuse infrastructure and/or services.

At the beginning of this project the grant amount was \$250. The outreach team promoted it, gathering input and insights from the community, and found it challenging to identify good candidates who wanted to follow through on this grant. Many restaurants already have reusables for dine-in, many who want to switch have higher capital and infrastructure costs (such as a dishwasher, or shelving for storage), and many asked whether the grant could cover the new compliant disposables they needed (which is not an approved use for this grant). When uptake was low, we strategized with ZWS and as a result, ZWS increased the grant amount to \$600. At the time of this report, three accounts have applied and have been approved for the reuse grant.

OUTREACH

Each outreach specialist led outreach within a specific geographical region to maximize efficiency during site visits. Assigning outreach specialists to specific regions also ensured consistency in their contact with food facilities, building trust and rapport in the community. Table 6 above lists the outreach specialist teams by jurisdiction.

Outreach specialists also developed protocols with hauler representatives from RSM, SCRR, and SGC to coordinate any overlap in technical assistance needs.

After the prioritization list was finalized, the outreach team provided technical assistance using the following methods and guidance. Outreach specialists:

- Were trained in community-based social marketing (CBSM) approaches
- Conducted up to two initial attempts via phone outreach using contact information available in Recyclist or found through desktop research. In the course of the project, the team shifted away from initial marketing calls and toward site visits to establish initial contact, because the success rate was higher.
- Verified correct contact person and information, such as a store manager, business owner, or a similar role.
- Provided information and answered questions regarding the ordinance requirements, recorded the email and direct phone number of the contact person in Recyclist, and attempted to schedule follow-up meetings.
- Adjusted their communication approaches depending on how each facility reacted to and interacted with them. Specialists applied cultural competency practices and adapted messaging to ensure accessibility and relevance based on each facility's context, including language and cultural preferences.
- Conducted all applicable Task 2, 3, and 4 outreach for an account at the same time to increase efficiency and minimize confusion for the account. For example, if an account was on the prioritization lists for both Task 2 and Task 3, the outreach specialist would incorporate Task 2 outreach while providing technical assistance for Task 3.
- Provided additional technical assistance for Task 2 and Task 4 for accounts not on the prioritization list for those tasks, when appropriate and approved by ZWS. Outreach specialists then added the accounts to each tasks' prioritization list.
- Aimed to achieve outreach goals with no more than two site visits per account to minimize travel costs.
- Conducted follow-up phone calls and emails as needed.
- Logged all activities into Recyclist.

3.3 Outreach Observations

During the project, the outreach team made observations about what accounts did and did not know and how they felt about the ordinances, taking the pulse of community. Throughout this process, the team observed themes, encountered barriers, made adjustments, and gathered insights.

Table 7 summarizes these key observations and the outreach team's responses and notes.

Table 7. Task 3 Observations, Outreach Response and Notes

Observations	Outreach Response & Notes
Low awareness of the ordinance	<ul style="list-style-type: none"> Many accounts were unaware of the ordinance. Outreach specialists provided ordinance details, compliance requirements, and informational materials. Communicating information to busy owners and managers was most effective when it was clear, professional, in-person, and accompanied by high-quality informational materials.
Varied initial reactions	<ul style="list-style-type: none"> While some food facility managers felt positively, initial reactions were often negative and managers saw the rules as unnecessary. Early outreach and discussions framing the ordinance as a positive and environmentally beneficial change helped shift attitudes.
Difficulty accessing compliant products	<ul style="list-style-type: none"> Many local suppliers do not stock compliant items (such as unlined bowls and cups). To comply, accounts may have to change suppliers or change business practices, which is not always possible or practical. Recognizing supplier limitations is an important reality that should be considered in designing follow-up support or actions. This is a systems change and transition process.
Lack of clarity on alternatives	<ul style="list-style-type: none"> Many accounts cited confusion about eco-friendly materials. Providing clear information about product options, details, benefits, and environmental impacts reduces resistance and builds support for the ordinance.
Concern about high costs	<ul style="list-style-type: none"> One of the biggest concerns from food facilities was the cost of switching to new materials because compliant single-use/disposable take-out food ware, straws, and utensils are generally more expensive. For dine-in reusables, the upfront cost was a concern for some. Outreach team proposed the reuse grant in these cases.
Perceived inconsistency or inequity in enforcement	<ul style="list-style-type: none"> Small businesses questioned why large chains and retail suppliers were still offering non-compliant products and wanted to know if those accounts were required to comply. (They are required to comply) Small businesses expressed concern to see equal enforcement. Fairness and consistency in enforcement are important to small businesses. Large chains are frequently non-responsive, difficult to connect with a decision-maker, or unwilling to comply. Engaging larger players is critical for broad compliance.

Observations	Outreach Response & Notes
<p>Some accounts believed they were already compliant and felt frustration that suppliers are allowed to sell non-compliant products</p>	<ul style="list-style-type: none"> • Some supplier sales representatives confuse and conflate “compostable” with compliant, and businesses buy these products, which are not always compliant. • Outreach specialists explained to accounts that local composters reject most bioplastics (such as PLA and PHA) due to contamination and inefficiency. • Outreach specialists explained to accounts that local government cannot fully regulate suppliers’ product choices, but this explanation was often not satisfying. • The outreach team visited two local suppliers in Sonoma County and provided information on compliance requirements. At least one made initial changes to add compliant products but was still also selling polystyrene foam. Further follow-up was outside the scope of this project. • Engaging more suppliers and informing them of ordinance requirements would help reduce this confusion. • Direct conversations with decision-makers, sales staff, and purchasing staff are key. • Clear explanations about composting realities helped food facilities choose the right products.
<p>Continued non-compliance despite technical assistance</p>	<ul style="list-style-type: none"> • In some follow-up visits, outreach specialists found that well-meaning businesses were still using non-compliant products. • Outreach specialists adjusted language from “compostable” to simplified terms like “wood, bamboo, fiber only” to improve understanding. • Even after receiving an accurate explanation, many people do not grasp the nuances of compostable vs. acceptable materials - “wood, bamboo, fiber only” is a more clear and understandable explanation.
<p>Opportunities for grant support</p>	<ul style="list-style-type: none"> • Outreach specialists identified food facilities eligible for the reuse grant and encouraged them to apply. • Many accounts wanted to use grant funds for compliant disposable products or faced larger issues (such as dishwashers or space for storage or dishwashers). • Interest increased modestly when ZWS raised the grant funds to \$600.
<p>Need for continued support</p>	<ul style="list-style-type: none"> • Most food facilities eventually complied, but even those that received hands-on assistance in this task may still need help understanding, sourcing, transitioning, and maintaining the change. • Ongoing outreach, education, and assistance are essential to maintaining, improving, and expanding general compliance over time.

3.4 Outreach Success Stories

The following stories are examples of successful outreach interactions.

Del Valle Restaurant

Del Valle Restaurant in Santa Rosa exceeded expectations during Task 3. The owner expressed concerns about finding and identifying ordinance-compliant food ware, and she took the initiative to reach out for help. She arranged a three-way phone call with her supplier, allowing an outreach specialist to explain the ordinance directly and clarify what qualified as acceptable materials. This proactive approach ensured the owner could confidently order the correct products, keeping her business in compliance. Del Valle Restaurant's commitment to learning and adapting demonstrates the importance of open communication between businesses, suppliers, and regulatory bodies. Del Valle Restaurant not only met the requirements, but also demonstrated a great willingness to learn and adapt.

Sugo Trattoria

Outreach specialists engaged with Sugo Trattoria in Petaluma, where the owner initially resisted switching to ordinance-compliant food ware due to concerns about health and safety. One concern was around glues used in paper straws. After further research, the owner found a non-PFAS paper straw and bamboo flatware supplier, replacing all non-compliant products. She appreciated the City of Petaluma's PFAS ban and later expressed gratitude for the in-person outreach specialists, who helped her understand the new requirements and compliant products. She also trained her staff to reduce the issuance of to-go serviceware, leading to a significant decrease in its use.

Bag O' Crab

One restaurant in particular, Bag O' Crab in Santa Rosa, stands out as a success story. They made the switch to reusables just a few of weeks after the outreach team shared information about the ordinance. Previously, they had been giving out plastic cutlery to their customers, but after receiving the ordinance details, they switched to reusable cutlery.

Fire Wings

Fire Wings in Santa Rosa was originally part of the Coddington account in Task 4 and wasn't included in the list of businesses for Task 3. However, the outreach team noticed they were still using Styrofoam to-go clamshell containers, so they provided them with information about the ordinance. When the outreach team revisited a few months later, they saw that they had successfully made the switch to compliant containers.

Caffeine Inc.

Caffeine Inc, is a small coffee café located adjacent to the Petaluma marina. The owner was glad they were on the technical assistance list. When the outreach specialist first visited the café they was using bioplastic flatware and straws, believing that those were the environmentally sound choices for single-use products. Once they were informed of the requirements of the ordinance, and more importantly, why the bioplastic products were banned, they were eager to purchase truly compostable products.

Furthermore, they were excited to apply for and receive \$600 from the reuse grant to purchase reusables. They owner said the grant money helped expand on the inventory of in-house, reusable, service ware, just as the client base was increasing. They were grateful for the assistance, believe in zero waste, and are proud to be a small business in Sonoma County.

3.5 Results

Overall, the outreach team was able to expand the impact of its technical assistance and exceed the original task goals. The team achieved 106% of their account contact goal and 136% of their account assistance goal. All accounts in this project who are required to convert to reusables for dine-in (Santa Rosa and Sebastopol) are now compliant, and the team also encouraged others throughout the County to convert to reusables for dine-in and supported three accounts in accessing the reuse grant.

The results of Task 4 are summarized in the following tables and charts.

Table 8 compares the outreach goals established at the start of this task against what the outreach team accomplished.

Table 8. Task 3 Summary of Results

Task 3 Metric	Goal	Actual	Percent of Goal
Total Outreach Activities	N/A	836	N/A
Accounts Contacted	200	211	106%
Accounts Assisted*	140	191	136%

*Accounts Assisted metric includes:

- **Compliant accounts, outreach complete:** Accounts that were already using fully compliant food ware and those that fully switched or purchased all compliant food ware after receiving technical assistance.
- **Partially compliant accounts, outreach partially complete:** Accounts that are in compliance with most food ware except for a few non-compliant types (straws are common) or are continuing to use already purchased backstock. This status indicates the outreach team has completed outreach, but account may need additional follow-up in the future. See Table 9 for a detailed list of outreach statuses by jurisdiction.

Figure 8 summarizes the final outreach status of all accounts contacted.

Figure 8. Task 3 Summary of Final Outreach Status for Food Facilities

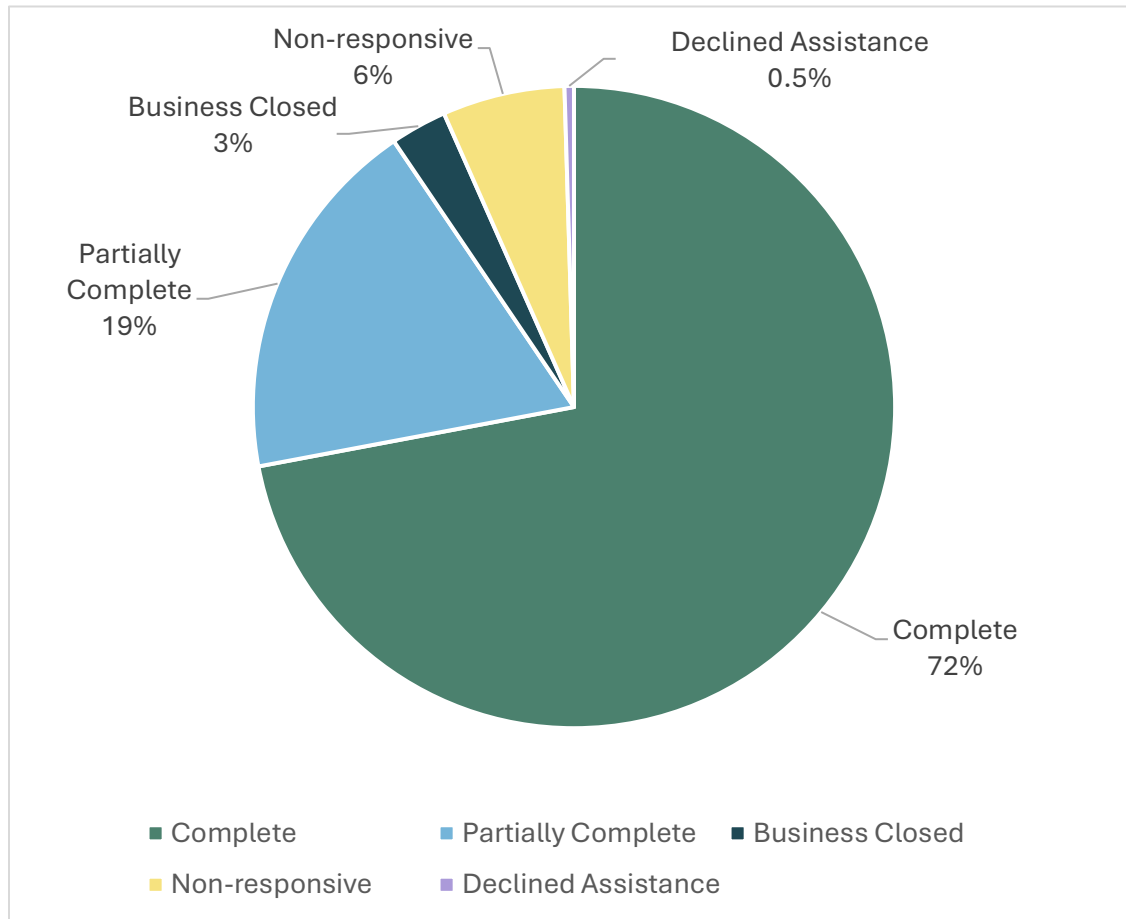


Figure 9 and

Table 9. Task 3 Outreach Status at Project Conclusion by Jurisdiction Table 9 show the outreach results by jurisdiction.

Figure 9. Task 3 Accounts Contacted, Compliant, and Partially Compliant by Jurisdiction

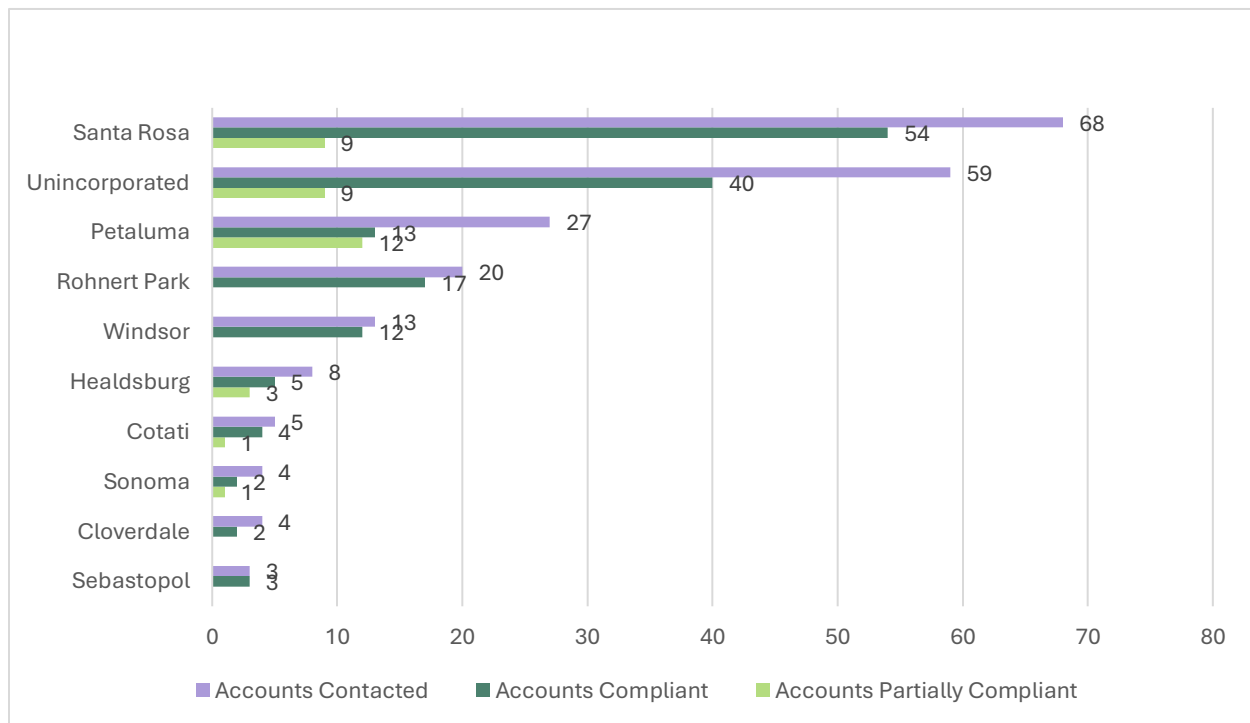


Table 9. Task 3 Outreach Status at Project Conclusion by Jurisdiction

Jurisdiction	Number of Accounts Contacted	Compliant	Partially Compliant	Non-Responsive	Declined Assistance	Self-Initiated Compliance	Business Closed
Santa Rosa	68	54	9	5	0	0	1
Unincorporated Sonoma	59	40	9	5	0	0	4
Petaluma	27	13	12	1	1	0	0
Rohnert Park	20	17	3	0	0	0	0
Windsor	13	12	1	0	0	0	0
Healdsburg	8	5	3	0	0	0	0
Cotati	5	4	1	0	0	0	0
Sonoma	4	2	1	1	0	0	0
Cloverdale	4	2	0	1	0	0	1
Sebastopol	3	3	0	0	0	0	0
Total	211	152	39	13	1	0	6

Table 10 describes the reusables for dine-in compliance, and Table 11 shows the recipients of the reuse grant.

Table 10. Reusables for Dine-In Compliance Status

Reusables for Dine-in Compliance Status	Santa Rosa and Sebastopol only
Compliant	56
Partially Compliant	0
N/A (No dine-in)	10

Table 11. Reuse Grant Recipients

Reuse Grant Recipients	Jurisdiction	Applied	Approved
Del Valle Mexican Restaurant	Sebastopol	x	x
A La Heart Kitchen/A La Heart Catering	Forestville	x	x
Caffeine Inc	Petaluma	x	x

3.6 Recommendations

The following are recommendations for maintaining the results achieved and continuing to expand community understanding and compliance across Sonoma County.

1. Strengthen and Expand Outreach

- **Build trust through personal engagement.** Approach businesses with empathy and professionalism to foster trust and support compliance.
- **Prioritize in-person visits.** Face-to-face interactions are more effective than emails or phone calls, helping answer questions, build rapport and encourage accountability.
- **Expand outreach.** Many establishments remain unaware of the ordinance and continue to use non-compliant products. Extend outreach to these accounts.
- **Consider geographically dense outreach.** Encouraging and supporting businesses communities to change together may improve compliance.

- **Maintain consistent follow-ups.** Regular site visits and ongoing communication help accounts stay on track and encourage long-term compliance.
- **Ongoing communication.** Keep accounts informed about program rules, benefits, and steps for compliance.

2. Inform and Engage Suppliers

- **Develop supplier-facing materials.** Create a simple one-pager or guide explaining ordinance requirements specifically for suppliers and sales representatives.
- **Inform suppliers and sales representatives.** Provide information to ensure they understand the ordinance so they can better support local businesses.
- **Engage chain suppliers and regional distributors.** Expand efforts beyond local vendors to national distributors and corporate buyers who serve large chains.
- **Identify new sources for key products.** Actively seek out suppliers offering hard-to-find compliant items. For example, unlined bowls and cups were a common hard-to-find and hard-to-substitute stumbling block.

3. Promote and Support Reusables

- **Encourage reusable options for dine-in.** Continue supporting businesses in transitioning to reusables for dine-in and limiting disposables to requests or take-out orders.
- **Help address cost sensitivities.** Help accounts navigate their concerns around charging for disposables, especially in tip-sensitive environments.

4. Set Clear Expectations and Consequences

- **Clarify rules and enforcement.** Make sure accounts understand both what is required and the potential consequences for not complying. Formal written communications can reinforce the importance of adhering to the ordinance.

5. Continue Using Best Practices and Improving Outreach Materials

- **Use clear, simple language.** Avoid technical terms. Phrases like “wood, bamboo, or fiber only” are easier to understand than “compostable”.
- **Incorporate visual examples.** Use images of compliant products to reinforce understanding. Help food facilities recognize product differences (such as compostable bioplastics vs. fiber-based products).
- **Update and share the compliant product list.** Provide accounts with an up-to-date list of compliant food ware to simplify purchasing decisions.
- **Acknowledge supplier constraints.** Normalize the challenge of switching products by emphasizing that it is a transition process and that help is available.

- **Frame compliance as a positive systems change.** Early outreach should position the ordinance as a step toward environmental leadership and local sustainability to help shift negative first impressions.
- **Highlight environmental and community benefits.** Emphasize how compliance contributes to local sustainability and community well-being.
- **Highlight success stories.** Share real examples of compliant businesses to inspire and guide others.

6. Recognize and Celebrate Success.

Public recognition motivates continued efforts and inspires others to follow. Consider recognizing two to three food facilities per year. Select candidates who were early adopters and those who navigated challenges or initial skepticism to model a path for others. Recognition opportunities may include:

- An awards ceremony during a ZWS board meeting, Zero Waste Symposium, or an annual breakfast or lunch ceremony.
- Positive case studies or local media spotlights
- Certificates, plaques, or other displays of appreciation
- Invitations to speak at events and share experiences

4 City of Santa Rosa Diversion of High-waste Generators



Under SB 1383, most commercial and multifamily accounts are required to have organics service and properly sort waste. In this task, we focused on accounts that may need assistance with SB 1383 compliance. Outreach was targeted on commercial businesses and multifamily properties in the City of Santa Rosa that were high-waste generators, did not have organics or recycling service, and/or had been flagged for contamination in the past. Cascadia worked closely with ZWS staff and RSM to finalize outreach goals and methodology. Soluna conducted the outreach.

Because Santa Rosa has the largest population of all jurisdictions in Sonoma County, a large proportion of commercial businesses and multifamily properties are located within City limits. Santa Rosa also received the largest allocation of SB 1383 Local Assistance Grant funds from CalRecycle, and City staff provided additional funds for supplementary outreach. City staff specified that a portion of the funds be used for the purchase of green and blue 32-gal slim jim indoor collection containers and lids.

In contrast to Tasks 2 and 3, the outreach conducted under Task 4 is traditionally the responsibility of the franchised hauler, and not ZWS. The outreach specialists collaborated closely with RSM to coordinate site visits, minimize duplication of efforts, and avoid unintentionally providing contradictory information. For efficiency's sake, RSM agreed to store the slim jim containers at their Santa Rosa corporate yard and deliver to the accounts requesting them. The project team invited RSM's Waste Zero Manager to participate in monthly check-in meetings.

Under this task, commercial businesses and multifamily properties are referred to as “accounts”.

4.1 Goals

The goal of Task 4 was to contact 54 accounts with a goal of ultimately assisting 32-38 accounts. This goal was developed under the assumption that, for approximately 30 percent of accounts, the outreach team would be unable to reach a decision-maker or the account would be non-responsive or decline assistance.

4.2 Methodology

ACCOUNT SELECTION AND EQUITY

Cascadia worked closely with ZWS to create an equitable account prioritization list.

The intent was to ensure that at least 10 percent of the accounts on the prioritization list represented areas or businesses that have historically been underserved. This includes businesses in lower income neighborhoods, businesses owned by immigrants or refugees, and businesses that cater to Black, Indigenous, or People of Color (BIPOC) communities.

The steps of this overall methodology were:

1. **Review the account data from Recyclist as well as contamination records provided by RSM to prioritize accounts for which one or more of the following were true:**
 - Not subscribed to organics and/or recycling services
 - Flagged for contamination in the past
 - Categorized as Tier I or II commercial edible food generators
 - Producing high amounts of waste
 - May benefit from in-language assistance in Spanish or Chinese
2. **Collaborate with Soluna to select additional accounts that might benefit from outreach provided in Spanish and refer to equity analysis in other tasks.**
3. **Share recommended selected accounts with ZWS, the City of Santa Rosa, and RSM to obtain feedback and approval prior to conducting outreach.**

After multiple rounds of review, Cascadia and ZWS selected a total of 54 accounts for the Task 4 prioritization list.

Over the course of the project, accounts were added to the list in the following instances:

- If an account included multiple businesses (such as a plaza), the outreach team added each location that received assistance and fully documented each account in Recyclist.
- If an account had another branch in Santa Rosa and requested assistance, the outreach team added each location that received assistance and fully documented each account in Recyclist.

As a result of this additional effort, the outreach team contacted 108 total accounts.

OUTREACH

Outreach activities included identifying opportunities for waste prevention, right-sizing waste collection services, implementing organics and recycling collection programs if previously absent, and providing education on proper waste sorting via resources and/or training. All activities were tracked in Recyclist.

4.3 Outreach Observations

During the project, the outreach team encountered barriers, made strategic adjustments, and gathered insights that further informed their approach to providing high-quality technical assistance. Table 12 summarizes these key observations and the outreach team's responses and notes.

Table 12. Task 4 Observations, Outreach Response, and Notes

Observations	Outreach Response & Notes
Difficulty reaching decision makers	<ul style="list-style-type: none"> • After two remote attempts, outreach teams conducted drop-in site visits to speak directly with decision-makers. • Follow-up calls and emails were used when needed. • Drop-ins are an effective method for reaching decision-makers and provide opportunities to conduct waste assessments and deliver resources.
Varying awareness of SB 1383 and organics collection requirements	<ul style="list-style-type: none"> • Outreach teams used resources from ZWS and RSM to explain requirements, sorting practices, and provided in-person waste sorting trainings. • Tailored, responsive outreach is valuable. • It takes time and repetition for full understanding and compliance.
Lack of resources and infrastructure for proper organics collection	<ul style="list-style-type: none"> • Outreach teams identified accounts lacking bins or service and coordinated with haulers to set up needed infrastructure. • Site visits paired with hauler support are critical for identifying service gaps and setting up proper infrastructure.
Conflict between tenants, property managers, and owners	<ul style="list-style-type: none"> • Outreach specialists spoke directly with tenants and decision-makers, emphasizing the legal requirement to sort properly. • Outreach is most effective when targeting both decision-makers and tenants or staff. • Stressing the legal obligation can overcome refusal.

Observations	Outreach Response & Notes
General concerns across businesses and multifamily properties (odors, lack of space, costs, contamination)	<ul style="list-style-type: none"> • Outreach specialists provided culturally fluent and flexible technical assistance, materials explaining benefits and requirements, and waste sorting trainings. • Responsive, culturally fluent support is essential for overcoming barriers and ensuring program success.
Concerns about odors and pests from organics	<ul style="list-style-type: none"> • Outreach specialists explained that separating organics can actually reduce odors and pest issues, compared to using only landfill bins. • Addressing negative perceptions early on helps encourage participation and behavior change.
Illegal dumping concerns	<ul style="list-style-type: none"> • Accounts worried about illegal dumping may hesitate to add new services. • Outreach specialists recommended solutions like labeling bins, securing containers, or building enclosures to mitigate illegal dumping. • Proactive outreach strategies are necessary to build confidence about adding new services.
Fear of increased costs from new service	<ul style="list-style-type: none"> • Outreach specialists explained that organics and recycling services are free with landfill service under current rules. • Despite explanations, cost concerns persist, especially among smaller businesses, and must be addressed with reassurance and support.
Lack of space for additional containers	<ul style="list-style-type: none"> • Lack of space is a common barrier. • Outreach specialists worked with accounts to assess available space, suggested smaller bins where appropriate, and helped prioritize key service locations. • Offering creative solutions like smaller bins or shared service locations supports participation.
Support from Recology Sonoma-Marín	<ul style="list-style-type: none"> • RSM provided critical assistance by delivering bins, setting up services, and offering trainings to accounts. • Strong hauler collaboration greatly enhances the success of outreach efforts and helps accounts meet compliance requirements.

4.4 Outreach Success Stories

The following story is an example of a highly successful outreach interaction.

Stony Point Plaza

The management and owner of Stony Point Plaza went above and beyond expectations. After initial contact in June, the outreach team provided ongoing phone calls, emails, and site visits to ensure the plaza stayed on track with the program. All food-generating tenants received slim jim containers and participated in multiple in-person trainings on how to properly sort their waste.

When issues with illegal dumping and contamination arose, the owner responded proactively. Some of the green collection bins provided by Recology were stolen, and others were frequently used by unhoused individuals or patrons as landfill bins. To address this, the owner made a significant investment in building a locked enclosure to house a 3-yard organics collection bin for all food-generating tenants. This permanent solution helped prevent illegal dumping and contamination from occurring.

The owner also worked diligently to address the challenge of consistent and proper organics separation. He bridged the communication gap with tenants, collaborating closely with Soluna to ensure everyone was on the same page and committed to moving forward with the program. This proactive approach and dedication to compliance was a key factor in the program's success at Stony Point Plaza.

4.5 Results

Overall, the outreach team was able to expand the impact of its technical assistance and far exceeded the original task goals. The team achieved 200% of their account contact goal and 266% of their account assistance goal, achieving 84% compliance overall (79% through completing technical assistance and 5% through account self-initiated compliance) and distributed a significant number of free resources.

The results of Task 4 are summarized in the following tables and charts.

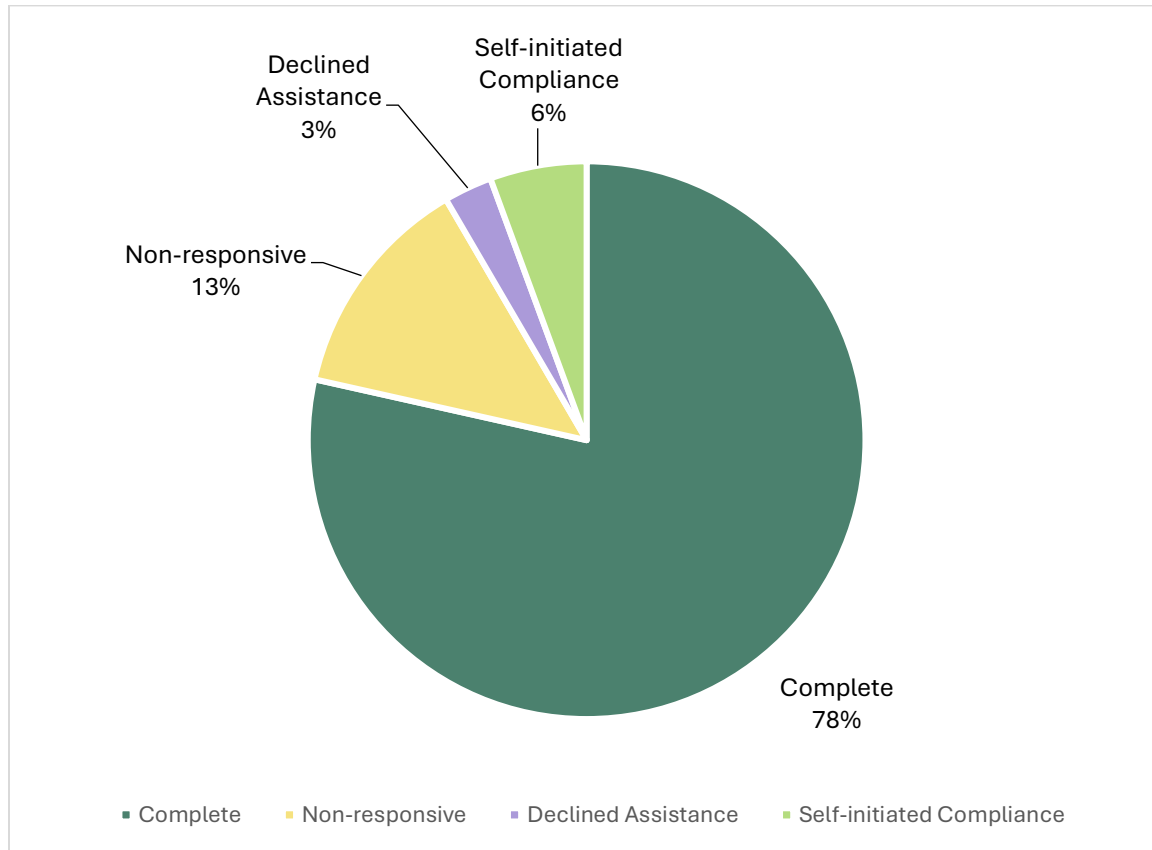
Table 13 compares the outreach goals established at the start of this task against what the outreach team accomplished.

Table 13. Task 4 Summary of Results

Task 4 Metric	Goal	Actual	% of Goal
Total Outreach Activities	N/A	405	N/A
Accounts Contacted	54	107	198%
Accounts Assisted	32	84	263%

Figure 10 summarizes the final outreach status of all accounts contacted.

Figure 10. Task 4 Summary of Final Outreach Status for High-waste Generator Accounts



Error! Not a valid bookmark self-reference. details the types and quantities of free resources that the outreach team provided.

Table 14. Task 4 Resources Provided

Type of Resource	Number Provided
On-site Training	25
Informational Resources (Posters, Flyers, Guides)	34
Number of free bins provided (green)	56
Number of free bins provided (blue)	23

4.6 Recommendations

The following are recommendations for maintaining the results achieved and continuing to expand impact.

1. Immediate Follow-up

- **ZWS, the City of Santa Rosa, and RSM should review activity data logged in Recyclist**, specifically for accounts with the Recommend Enforcement status and follow up as necessary.
- Review remaining accounts without organics and/or recycling service and work with RSM to identify accounts with contaminations for future outreach.

2. Consistent and Ongoing Resources

- **Schedule regular follow-ups with accounts to ensure they maintain** organics and recycling programs, especially when staff and tenant turnover requires ongoing communication and support.
- **Use a variety of communication channels.** It is important to stay in touch with accounts through a combination of emails, phone calls, written materials, and in-person visits.
- **Provide a variety of helpful resources.**
 - In-person assistance is among the most impactful outreach tools. When in person, outreach specialists are able to provide resources, conduct waste assessments, review internal waste infrastructure, and answer questions directly.
 - Free indoor collection containers help staff and/or tenants sort easily identify waste streams and sort waste properly.
 - Written materials like flyers, guides, and reminders are easy for people to reference and can be delivered in person or by mail.
 - Training sessions help commercial businesses and multifamily properties stay updated on the rules and how to handle and separate organics.
- **Develop additional marketing materials to increase awareness of SB 1383** and organics separation. Consider billboards, bus/newspaper/radio/TV/social media ads, mailers, and other marketing materials.

3. Clear, Simple, and Accessible Communication

- **Make sure trainings and resources are simple and easy to understand** for everyone, including business owners, managers, and staff.
- **Offer translated and culturally appropriate** communications and materials.
- **Conduct research on additional language needs and other equity factors** to provide equitable outreach to all accounts.

- **Focus on a few key messages about what SB 1383 is** and why it is important:
 - Emphasize how diverting compostable and recyclable materials from the landfill helps the environment, reduces food waste, saves money, and supports the local community.
 - Provide updates and reminders on the rules and deadlines.

4. Checks and Enforcement

- **Do surprise visits to check compliance.** Surprise visits can help make sure commercial businesses and multifamily properties are following the rules without getting a chance to prepare. These visits let you check if they are using the right materials and doing proper recycling and organics separation.
- **Send notices of violation (NOVs) for non-compliance.** If accounts are not following the rules after receiving information or technical assistance, we recommend pursuing enforcement action. Voluntary compliance is not always possible, and some accounts require the threat of enforcement to make changes. NOVs are required under SB 1383 regulations.

5. Recognize and Celebrate

Consider recognizing two to three exemplary accounts per year. Recognition opportunities may include:

- An awards ceremony during a ZWS board meeting, Zero Waste Symposium, or an annual breakfast or lunch ceremony.
- Positive case studies or local media spotlights
- Certificates, plaques, or other displays of appreciation
- Invitations to speak or share experiences at events

5 Appendix

5.1 Task 2 Accounts Contacted List

“Not Covered” or “N/A” can mean: no data in Recyclist, business closed, account not regulated, or account non-responsive

Generator	Tier Level	Jurisdiction
ALVARADO STREET BAKERY - 2225 S MCDOWELL BLVD	Tier 1	City of Petaluma
AMF Boulevard Lanes - 1100 PETALUMA BLVD S	Tier 2	City of Petaluma
AMF- DOUBLE DECKER #766 - 300 GOLF COURSE DR	Tier 2	City of Rohnert Park
AMYS KITCHEN - 3000 DUTTON AVE 002	Tier 1	City of Santa Rosa
Applebee's Bar and Grill - 2250 SANTA ROSA AVE	Tier 2	City of Santa Rosa
Arbol Residences of Santa Rosa - 300 FOUNTAIN GROVE PKWY	Not Covered	City of Santa Rosa
AURORA BEHAVIORAL HEALTHCARE - 1287 FULTON RD	Tier 2	City of Santa Rosa
BACI - 399 BUSINESS PARK CT#306	Not Covered	Town of Windsor
BARREL BROTHERS BREWING - 399 BUSINESS PARK CT#506	Not Covered	Town of Windsor
Bellevue Elementary - 3223 Primrose Ave	Tier 2	City of Santa Rosa
BIG JOHN'S MARKET - 1345 HEALDSBURG AVE 002	Tier 1	City of Healdsburg
BJ'S RESTAURANT & BREWHOUSE - 334A CODDINGTOWN CTR # A	Tier 2	City of Santa Rosa
BOON EAT + DRINK - 16248 MAIN ST	Not Covered	County of Sonoma
Brookdale Pauline Creek (senior living facility) - 2375 RANGE AVE	Tier 2	City of Santa Rosa
BUCHANAN FOOD SERVICE - 5980 STATE FARM DR	Tier 1	City of Rohnert Park
BUFFALO WILD WINGS - 401 KENILWORTH DR 810	Tier 2	City of Petaluma
BURBANK (LUTHER) SCHOOL - 203 A STREET	Tier 2	City of Santa Rosa
CAMACHO MARKET - 645 SEBASTOPOL RD	Not Covered	City of Santa Rosa
CANTEEN SERVICE INC - 3025 DUTTON AVE	Tier 1	City of Santa Rosa
CATTLEMENS RESTAURANT #0002 - 5012 PETALUMA BLVD N	#N/A	City of Petaluma
CHARLIE'S GRILL - 1320 NINETEENTH HOLE DR	Not Covered	Town of Windsor
CHEF'S STORE - 565 BARHAM AVE	Tier 1	City of Santa Rosa
CHEVY'S RESTUARANT, LLC # 2018 - 24 4TH ST	Tier 2	City of Santa Rosa
CHICK FIL A - 5080 REDWOOD DR	Tier 2	City of Rohnert Park
CHILI'S GRILL & BAR #319 - 4851 REDWOOD DR	Tier 2	City of Rohnert Park
Chipotle - 733 CODDINGTOWN CENTER	Not Covered	City of Santa Rosa
CHUCK E. CHEESE'S - 601 ROHNERT PARK EXPWY	Tier 2	City of Rohnert Park
CMS FOODS - 4791 DRY CREEK RD 002	#N/A	County of Sonoma
COASTLINE DISTRIBUTORS INC - 361 SUTTON PL	Tier 1	County of Sonoma
COLLEEN'S COFFEE SHOP - 5755 MOUNTAIN HAWK DR	Not Covered	City of Santa Rosa
COMMUNITY ACTION PARTNERSHIP - 3194 COFFEY LN 403	Not Covered	City of Santa Rosa

Outreach and Technical Assistance Project

Generator	Tier Level	Jurisdiction
COMMUNITY MARKET - 100 MORRIS ST	Tier 1	City of Sebastopol
COSTCO WAREHOUSE - 5901 REDWOOD DR	Tier 1	City of Rohnert Park
COSTCO WHOLESALE #0041 RRY - 1900 SANTA ROSA AVE 003	Tier 1	City of Santa Rosa
COSTCO WHOLESALE #659 - 5901 REDWOOD DR 003	Tier 1	City of Rohnert Park
COSTEAUX FRENCH BAKERY - 3507 WESTWIND BLVD	Tier 1	County of Sonoma
COSTEAUX FRENCH BAKERY - 417 HEALDSBURG AVE	Tier 1	City of Healdsburg
COTATI FOOD SERVICE - 441 HOUSER ST	Tier 1	City of Cotati
CREEKSIDE CONVALESCENT - 850 SONOMA AVE	Tier 2	City of Santa Rosa
DAIRY DELIVERY - 10029 MINNESOTA AVE	Tier 1	County of Sonoma
DEL VALLE MEXICAN RESTURANT - 2000 SEBASTOPOL RD	Not Covered	City of Santa Rosa
DELLA FATTORIA BAKERY - 141 PETALUMA BLVD N	Tier 1	City of Petaluma
DOUBLE TREE HOTEL - 1 DOUBLETREE DR 003	Tier 2	City of Rohnert Park
EAST WEST CAFE - 557 SUMMERFIELD RD	Tier 2	City of Santa Rosa
FLAMINGO HOTEL - 2777 4TH ST 003	Not Covered	City of Santa Rosa
FOLEY FAMILY WINES - 200 CONCOURSE BLVD	#N/A	County of Sonoma
FORT ROSS VINEYARD - 15001 MEYERS GRADE RD	Not Covered	County of Sonoma
FOUNTAINGROVE LODGE - 4210 THOMAS LAKE HARRIS DR 002	#N/A	City of Santa Rosa
FRANCHETTI WOOD FIRE KITCHEN - 1229 N DUTTON AVE A	#N/A	City of Santa Rosa
FRANCIS COPPOLA WINERY-RUSTIC - 300 VIA ARCHIMEDES RUS	Not Covered	County of Sonoma
FRANCO AMERICAN BAKERY - 202 W 7TH ST	Tier 1	City of Santa Rosa
Geyserville Elementary School - 21485 Geyserville Ave	Tier 2	County of Sonoma
GIPSON'S GOLDEN, INC. - 3433 REGIONAL PARKWAY SUITE A	Tier 1	City of Santa Rosa
GLEN ELLEN VILLAGE MARKET - 13751 ARNOLD DR 002	Tier 1	County of Sonoma
G-NOLA - 3200 DUTTON AVE 226	Tier 1	City of Santa Rosa
GOLDEN GATE MEAT -NORTH - 1095 S A ST	Tier 1	City of Santa Rosa
GOLDEN STATE PICKLE WORKS - 3200 DUTTON AVE 217	Tier 1	City of Santa Rosa
GRINDSTONE BAKERY - 500 MARTIN AVE	#N/A	City of Rohnert Park
GROCERY OUTLET - 111 TREADWAY DR	Tier 1	City of Cloverdale
HANA JAPANESE RESTAURANT - 101 GOLF COURSE DR A12	Not Covered	City of Rohnert Park
HOPMONK TAVERN - 230 PETALUMA AVE	Not Covered	City of Sebastopol
HOTEL HEALDSBURG #1 - 25 MATHESON ST	Not Covered	City of Healdsburg
HYATT VINEYARD CREEK HOTEL&SPA - 170 RAILROAD ST	Tier 2	City of Santa Rosa
JM ROSEN'S CHEESECAKES - 74 E WASHINGTON ST	Tier 1	City of Petaluma
KAISER - 401 BICENTENNIAL WAY ACT	Tier 2	City of Santa Rosa
KAISER HOSPITAL - 3925 OLD REDWOOD HWY	Tier 2	City of Santa Rosa
KENDALL JACKSON - 5007 FULTON RD	#N/A	City of Santa Rosa
LA ROSA - 500 4TH ST	Tier 2	City of Santa Rosa
LA TORTILLA FACTORY REC/FOOD - 3300 WESTWIND BLVD FOO	Tier 1	County of Sonoma
LAGUNA HIGH SCHOOL (CONTINUATION) - 7050 COVEY RD	Tier 2	City of Sebastopol

Generator	Tier Level	Jurisdiction
LAGUNITAS BREWING COMPANY - 1280 N MCDOWELL BLVD	Tier 2	City of Petaluma
LATITUDE 45 - 399 BUSINESS PARK CT#512	Not Covered	Town of Windsor
LEPE MEAT CO - 3659 STANDISH AVE	Tier 1	County of Sonoma
LIVE OAK CHARTER SCHOOL - 100 GNOSS CONCOURSE 1	Tier 2	City of Petaluma
LOLA'S MARKET - 102 HEALDSBURG AVE	Tier 1	City of Healdsburg
LOLA'S MARKET INC - 1680 PETALUMA HILL RD	Tier 1	City of Santa Rosa
LOLA'S MARKET INC GARB-FOOD - 440 DUTTON AVE 002	Tier 1	City of Santa Rosa
LOLA'S MARKET INC. - 241 N MCDOWELL BLVD	Tier 1	City of Petaluma
LUCKY/SAVE MART #776 - 915 VILLAGE CT	Tier 1	City of Santa Rosa
LUCKY'S - 19181 SONOMA HWY	Tier 1	City of Sonoma
Lucky's #777 - 776 Gravenstein Hwy N	Tier 1	City of Sebastopol
MARIN-SONOMA PRODUCE CO - 1240 HOLM RD A	Tier 1	City of Petaluma
MARK WEST CHARTER SCHOOL - 4600 LAVELL RD	Tier 2	County of Sonoma
MARY'S PIZZA SHACK - 423 N MCDOWELL BLVD	Tier 2	City of Petaluma
MAYACAMA GOLF CLUB - 1240 MAYACAMA CLUB DR NEW	Not Covered	County of Sonoma
MC NEARS SALOON & DINING HOUSE - 23 PETALUMA BLVD N	Tier 2	City of Petaluma
MIKE HUDSON DISTRIBUTING - 2237 S MCDOWELL BLVD	Tier 1	City of Petaluma
MINIOA, FRANK & DELIA - 4100 MONTGOMERY DR	Not Covered	City of Santa Rosa
MIYOKO'S KITCHEN - 2086 MARINA AVE	Tier 1	City of Petaluma
MOLSBERRY MARKET I - 522 LARKFIELD CENTER	Tier 1	County of Sonoma
MONTE RIO SCHOOL - 20700 FOOTHILL DR	Tier 2	County of Sonoma
MONTGOMERY VILLAGE CATTLEMANS - 2400 MIDWAY DR FOO	#N/A	City of Santa Rosa
NEW LEAF BAKERY - 3200 DUTTON AVE 320	Tier 1	City of Santa Rosa
NORTH VALLEY SCHOOL - 3160 CONDO CT	#N/A	City of Santa Rosa
Nothing Bundt Cakes - 733 CODDINGTON CENTER	#N/A	City of Santa Rosa
OAKMONT GARDENS/MBK SENIOR LIV - 301 WHITE OAK DR	Tier 2	City of Santa Rosa
OLIVE GARDEN-DARDEN REST #1325 - 6430 REDWOOD DR 002	Tier 2	City of Rohnert Park
OLIVER'S MARKET - 461 STONY POINT RD 002	Tier 1	City of Santa Rosa
OLIVER'S MARKET - 560 MONTECITO CENTER 002	Tier 1	City of Santa Rosa
OLIVER'S MARKET/FOOD BIN - 546 E COTATI AVE 004	Tier 1	City of Cotati
PACIFIC MARKET - 1465 TOWN AND COUNTRY DR	Tier 1	City of Santa Rosa
PACIFIC MARKET #14 - 550 GRAVENSTEIN HWY N	Tier 1	City of Sebastopol
PARK VIEW GARDENS - 3751 MONTGOMERY DR	Tier 2	City of Santa Rosa
PASTA SONOMA - 640 MARTIN AVE 1-3	Tier 1	City of Rohnert Park
PASTA, ETC - 1010 N DUTTON AVE	Tier 1	City of Santa Rosa
PATHWAYS CHARTER SCHOOL - 150 PROFESSIONAL CENTER DR	Tier 2	City of Rohnert Park
PENNGROVE MARKET - 10070 MAIN ST	Tier 1	County of Sonoma
PETALUMA MARKET - 210 WESTERN AVE	Tier 1	City of Petaluma
PETALUMA VALLEY HOSPITAL - 400 N MCDOWELL BLVD	Not Covered	City of Petaluma

Generator	Tier Level	Jurisdiction
PEZCOW - 8465 OLD REDWOOD HWYSUIT 410	Not Covered	Town of Windsor
POINT REYES FARMSTEAD CHEESE - 454 PAYRAN ST	Tier 1	City of Petaluma
PRESERVE FARM KITCHENS - 1372 N MCDOWELL BLVD C	Tier 1	City of Petaluma
PRIMAVERA PRODUCTS - 17070 SONOMA HWY	Not Covered	County of Sonoma
RALEY'S #341 - 8852 LAKEWOOD DR	Tier 1	Town of Windsor
RANCHO MENDOZA SUPER MERCADO - 680 SEBASTOPOL RD	Tier 1	City of Santa Rosa
RATZLAFF RANCH INC aka Apple-A-Day - 13128 OCCIDENTAL RD 002	Not Covered	County of Sonoma
RAYS FOOD PLACE #42 COMP - 1139 S CLOVERDALE BLVD	Tier 1	City of Cloverdale
Rebounderz Rohnert Park - 555 ROHNERT PARK EXPWY 003	Tier 2	City of Rohnert Park
RUSSIAN RIVER BREWING CO - 725 4TH ST	Tier 2	City of Santa Rosa
RUSSIAN RIVER BREWING COMPANY - 700 MITCHELL LN	Not Covered	Town of Windsor
RUSTIC BAKERY INC - 3902 CYPRESS DR	Tier 1	City of Petaluma
SAFEWAY #998 COMP - 1115 VINE ST	Tier 1	City of Healdsburg
SAFEWAY #2457 - 1211 W COLLEGE AVE 002	Tier 1	City of Santa Rosa
SAFEWAY - 9080 BROOKS RD	Tier 1	Town of Windsor
SAFEWAY #1576 - 2300 MENDOCINO AVE	Tier 1	City of Santa Rosa
SAFEWAY #25-1562 - 2765 4TH ST	Tier 1	City of Santa Rosa
SAFEWAY #3011 - 389 S MCDOWELL BLVD 004	Tier 1	City of Petaluma
SAFEWAY #713 - 100 CALISTOGA RD	Tier 1	City of Santa Rosa
SAFEWAY #911 - 477 WEST NAPA STREET	Tier 1	City of Sonoma
SAFEWAY #918 - 6340 COMMERCE BLVD	Tier 1	City of Rohnert Park
SAFEWAY #933 - 406 N MAIN ST	Tier 1	City of Sebastopol
SAFEWAY 25-2456 - 701 SONOMA MOUNTAIN PKWY	Tier 1	City of Petaluma
SAFEWAY STORE # 1265 - 2785 YULUPA AVE 002	Tier 1	City of Santa Rosa
SAFEWAY STORE # 1562 - 2751 4TH ST	Tier 1	City of Santa Rosa
SAFEWAY STORE #950 - 16405 RIVER RD ACT	Tier 1	County of Sonoma
SAFEWAY STORE #956 - 1799 MARLOW RD	Tier 1	City of Santa Rosa
SANTA ROSA COMMUNITY MARKET - 1899 MENDOCINO AVE	Tier 1	City of Santa Rosa
SANTA ROSA GROCERY OUTLET - 1116 4TH ST	Tier 1	City of Santa Rosa
SANTA ROSA MEMORIAL HOSPITAL - 1165 MONTGOMERY DR FOO	Tier 2	City of Santa Rosa
SCHWAN'S FOOD CO - 440 E TODD RD	#N/A	County of Sonoma
Sea Noodle Bar - 733 CODDINGTOWN CENTER	#N/A	City of Santa Rosa
SESSI, KELLY C/O MARTIN SESSI - 10101 MAIN ST	Tier 1	County of Sonoma
SHARI'S CAFE & PIES - 301 ROHNERT PARK EXPY W	Tier 2	City of Rohnert Park
SHONE PROPERTIES - 17969 SONOMA HWY	#N/A	County of Sonoma
SKY LOUNGE - 2200 AIRPORT BLVD	Tier 2	County of Sonoma
SMART & FINAL #409 - 2805 SANTA ROSA AVE	Tier 1	City of Santa Rosa
SMART & FINAL #81782 - 465 N MCDOWELL BLVD 002	Tier 1	City of Petaluma
SODA ROCK WINERY - 8015 HWY 128	Not Covered	County of Sonoma

Generator	Tier Level	Jurisdiction
SOMO VILLAGE COMMERCIAL LLC - 1100 VALLEY HOUSE DR 002	Not Covered	City of Rohnert Park
SONOMA ACADEMY - 2500 FARMERS LN	Not Covered	City of Santa Rosa
SONOMA COUNTRY DAY SCHOOL - 4400 DAY SCHOOL PL	#N/A	County of Sonoma
SONOMA CREAMERY LLC - 21750 8TH ST E 01	Tier 1	County of Sonoma
SONOMA CUTRER VINEYARDS INC - 4401 SLUSSER RD	#N/A	County of Sonoma
SONOMA MISSION INN SS - 100 BOYES BLVD RRY	Tier 2	County of Sonoma
SONOMA MUFFIN WORKS - 1454 INDUSTRIAL AVE 002	Not Covered	County of Sonoma
SONOMA SPECIALTY dba Sonoma Gourmet - 21684 8TH ST E 100	Tier 1	County of Sonoma
SONOMA VALLEY FOODS - 310 SUTTON PL	Tier 1	County of Sonoma
SONOMA VALLEY HOSPITAL - 347 ANDRIEUX	Not Covered	City of Sonoma
SOURDOUGH & CO - 2064 CITY OF SANTA ROSA AVE	Not Covered	City of Santa Rosa
Spring Lake Village - 5555 MONTGOMERY DR 002	Not Covered	City of Santa Rosa
SPROUTS - 401 KENILWORTH DR 040	Tier 1	City of Petaluma
SRJC SHONE FARM AGRICULTURE - 7450 STEVE OLSON LN	Not Covered	County of Sonoma
ST EUGENES SCHOOL - 300 FARMERS LN	#N/A	City of Santa Rosa
ST ROSE SCHOOL - 4300 OLD REDWOOD HWY	#N/A	County of Sonoma
STARK'S STEAK HOUSE - 521 ADAMS ST 002	Not Covered	City of Santa Rosa
Super Buffet - 450 MENDOCINO AVE	Tier 2	City of Santa Rosa
SUPER CHAVEZ MARKET - 1480 GUERNEVILLE RD	Tier 1	City of Santa Rosa
SUPER MARKET RANCHO MENDOZA - 1201 PINER RD 200	Tier 1	City of Santa Rosa
SUTTER HEALTH WEST BAY - 30 MARK WEST SPRINGS RD RRY	Tier 2	County of Sonoma
TARGET - 401 KENILWORTH DR 007	Tier 1	City of Petaluma
THE NUGGET MARKET dba Sonoma Market - 520 WEST NAPA STREET	Tier 1	City of Sonoma
TIDES WHARF - 835 HIGHWAY 1	Tier 1	County of Sonoma
TIERRA VEGETABLES INC - 399 BUSINESS PARK CT	Tier 1	Town of Windsor
TORN RANCH - 2198 S MCDOWELL BLVD	Tier 1	City of Petaluma
Tortilleria El Molino - 421 STONY POINT RD	Not Covered	City of Santa Rosa
TRADER JOE'S - 169 N MCDOWELL BLVD	Tier 1	City of Petaluma
TRADER JOE'S - 3225 CLEVELAND AVE	Tier 1	City of Santa Rosa
TRADER JOE'S 178 - 2100 SANTA ROSA AVE	Tier 1	City of Santa Rosa
TRAIN TOWN - 20264 BROADWAY GB	Tier 2	County of Sonoma
UNION HOTEL - 3731 MAIN ST	Not Covered	County of Sonoma
UNION HOTEL RESTAURANT - 280 MISSION BLVD	Tier 2	City of Santa Rosa
VELLA CHEESE FACTORY - 315 SECOND EAST	Tier 1	City of Sonoma
WALMART - 6650 HEMBREE LN	#N/A	Town of Windsor
WHOLE FOODS #10138 - 621 E WASHINGTON ST	Tier 1	City of Petaluma
WHOLE FOODS - 201 WEST NAPA STREET	Tier 1	City of Sonoma
WHOLE FOODS #10137 - 6910 MCKINLEY ST	Tier 1	City of Sebastopol
WHOLE FOODS #10139 - 1181 YULUPA AVE	Tier 1	City of Santa Rosa

Generator	Tier Level	Jurisdiction
WHOLE FOODS #10370 - 390 CODDINGTOWN CENTER 003	Tier 1	City of Santa Rosa
WILD BRINE // RECYCLE BINS - 322 BELLEVUE AVE 003	#N/A	City of Santa Rosa
WINDSOR HIGH SCHOOL - 8695 WINDSOR RD	Tier 2	Town of Windsor
WINDSOR MIDDLE SCHOOL - 9500 BROOKS RD	Tier 2	Town of Windsor
WINDSOR UNIFIED SCHOOL DIST - 10725 OLD REDWOOD HWY	Tier 2	Town of Windsor
WM / BROOKDALE CHANATE - 3250 CHANATE RD	Tier 2	City of Santa Rosa
WRIGHT CHARTER SCHOOL - 4389 PRICE AVE	Tier 2	County of Sonoma

5.2 Task 3 Accounts Contacted List

Generator	Jurisdiction
A Guy and His Grill - 6536 FRONT ST	County of Sonoma
A La Heart Kitchen - 6484 Mirabel Rd	County of Sonoma
Adobo Taqueria - 2550 Guerneville Rd Ste C	City of Santa Rosa
AGUILA REAL MEXICAN RESTAURANT - 966 N DUTTON AVE	City of Santa Rosa
Aloho Poke & Sushi - 2032 Santa Rosa Ave	City of Santa Rosa
Amy's Restaurant # 2 - 500 W Napa St Ste 546	City of Sonoma
Anas Cafe & Espresso - 10333 OLD REDWOOD HWY STE 103	Town of Windsor
ANELLO, TONY/SPUD PT CRAB CO - 1860 BAY FLAT RD	County of Sonoma
ANNA'S SEAFOOD INC - 901 LAKEVILLE ST	City of Petaluma
Aramark @ Medtronic - 3540 Unocal Pl	City of Santa Rosa
AUSIELLO, ARMAND - 609 5TH ST	City of Santa Rosa
Ayawaska Restobar - 101 2nd St Ste 190	City of Petaluma
Bag O Crab - 1901 Mendocino Ave	City of Santa Rosa
Barber Cellars - 112 Washington St	City of Petaluma
BETTYS FISH & CHIPS - 4046 SONOMA HWY	City of Santa Rosa
Big Easy, The - 128 American Aly	City of Petaluma
BIG JOHN'S MARKET - 1345 HEALDSBURG AVE 002	City of Healdsburg
Big John's Market Bakery - 1345 Healdsburg Ave	City of Healdsburg
BLACK KITE CELLARS LLC - 12747 EL CAMINO BODEGA	County of Sonoma
BLACK KNIGHT VINEYARDS - 155 PETALUMA BLVD N	City of Petaluma
Blue Goat - 380 Bohemian hwy	County of Sonoma
Blue Heron Restaurant & Tavern - 25300 Steelhead Blvd	County of Sonoma
Boudin SF - 2345 Midway Dr	City of Santa Rosa
Brady Plus Supplies - 5004 Dowdell Ave.	City of Rohnert Park
BRAVAS - 420 CENTER ST	City of Healdsburg
CAFE AQUATICA - 10439 HIGHWAY 1	County of Sonoma
CAFE BELLINI LLC - 100 S MCDOWELL BLVD	City of Petaluma

Generator	Jurisdiction
Cafe Mimosa - 451 Rohnert Park Expy W	City of Rohnert Park
Cape Fear Cafe - 25191 Main St	County of Sonoma
CARR'S DRIVE IN - 6533 COVEY RD	County of Sonoma
CASCABEL MEXICAN BAR & GRILL - 909 VILLAGE CT	City of Santa Rosa
CASTANEDA'S MARKETPLACE - 8465 OLD REDWOOD HWY601	Town of Windsor
CAZADERO GENERAL STORE - 6125 CAZADERO HWY	County of Sonoma
CHARLEY'S LIQUORS - 601 PETALUMA BLVD S	City of Petaluma
Charm Thai Kitchen - 1710 E Cotati Ave	City of Rohnert Park
Chateau St Jean - 8555 Sonoma Hwy	County of Sonoma
CHEF'SSTORE - 565 BARHAM AVE	City of Santa Rosa
Chilaquiles Los Compadres - 3020 Santa Rosa Ave	City of Santa Rosa
China Garden - 429 STONY POINT RD	City of Santa Rosa
China Legend Restaurant - 500 Mission Blvd Ste E	City of Santa Rosa
CHINA VILLAGE - 138 CALISTOGA RD B	City of Santa Rosa
Chunky's Taqueria & Grill - 701 Sonoma Mountain Parkway #C	City of Petaluma
COFFEE BAZAAR - 14045 ARMSTRONG WOODS RD	County of Sonoma
Coffee Rx - 1162 Montgomery Dr	City of Santa Rosa
COLIBRI GRILL CAFE - 4233 MONTGOMERY DR	City of Santa Rosa
Compass Group Eurest @ Agilent - 1400 Fountaingrove Pkwy	City of Santa Rosa
Cookie...take a bite! - 432 Larkfield Ctr	City of Santa Rosa
COOKMA LLC. - 600 WILSON ST	City of Santa Rosa
COTATI, SUPERBURGER - 8204 OLD REDWOOD HWY	City of Cotati
COYOTE MARKET & DELI - 18615 SONOMA HWY 104	County of Sonoma
DEL VALLE MEXICAN RESTURANT - 2000 SEBASTOPOL RD	City of Santa Rosa
DELLA FATTORIA BAKERY - 141 PETALUMA BLVD N	City of Petaluma
DIANA'S MEXICAN RESTAURANT - 8430 OLD REDWOOD HWY	Town of Windsor
Dierks Midtown Cafe - 1422 4th St Ste D	City of Santa Rosa
Duncan Mills General Store - 25200 Highway 116	County of Sonoma
Dynasty Restaurant - 6555 Hunter Dr	City of Rohnert Park
El Fogon Taco Shop - 6650 Commerce Blvd Ste 5	City of Rohnert Park
El Gallo Negro - 8465 OLD REDWOOD HWY	Town of Windsor
EL MARIACHI CAFE - 3595 BOHEMIAN HWY	County of Sonoma
EL PACIFICO MARKET - 3020 SANTA ROSA AVE	County of Sonoma
EL PATIO MEXICAN FOOD # 2 - 901 4TH ST	City of Santa Rosa
EL TARASCO - 7235 HEALDSBURG AVE 829	City of Sebastopol
EL TORITO SUPERMARKET - 4575 SONOMA HWY	City of Santa Rosa
ESTERO CAFE - 14450 HIGHWAY 1	County of Sonoma
Everest Restaurant - 56 E Washington St Ste 56	City of Petaluma

Generator	Jurisdiction
Everest Restaurant - 572 E Cotati Ave A	City of Cotati
Fermata - 21001 GEYSERVILLE AVE	County of Sonoma
Fern's Market - 20348 Highway 116	County of Sonoma
Fika Pizza @ Scandia - 5301 REDWOOD DR	City of Rohnert Park
Fire Wings - 733 CODDINGTOWN CENTER	City of Santa Rosa
FISHERMAN'S COVE - 1850 BAY FLAT RD	County of Sonoma
FISHETARIAN FISH MARKET - 599 HIGHWAY 1	County of Sonoma
FRANCHETTI WOOD FIRE KITCHEN - 1229 N DUTTON AVE A	City of Santa Rosa
Fuji Sushi - 253 N McDowell Blvd	City of Petaluma
Genji Sushi - 1181 Yulupa Ave	City of Santa Rosa
Genji Sushi - 390 Coddington Ctr	City of Santa Rosa
GLEN ELLEN VILLAGE MARKET - 13751 ARNOLD DR 002	County of Sonoma
Goji Kitchen - 1965 Mendocino Ave	City of Santa Rosa
HANA JAPANESE RESTAURANT - 101 GOLF COURSE DR A12	City of Rohnert Park
HEAD LAMA OF TNMC - 35755 HAUSER BRIDGE RD	County of Sonoma
Himalayan Restaurant - 810 McClelland Dr	Town of Windsor
Hunan Kitchen - 6650 Commerce Blvd Ste 19	City of Rohnert Park
IKES PLACE - 1780 MENDOCINO AVE	City of Santa Rosa
INN AT OCCIDENTAL - 3657 CHURCH ST	County of Sonoma
Isis Oasis Mummy's Kitchen - 20889 Geyserville Ave	County of Sonoma
JUANITA MARKET - 93 SOUTHWEST BLVD	City of Rohnert Park
Karinas Mexican Bakery - 827 PETALUMA BLVD N	City of Petaluma
Kirin Restaurant - 2700 YULUPA AVE STE 3	City of Santa Rosa
La Bodeguita Mexican Grill #2 - 16380 Mill St #B	County of Sonoma
La Chulada Market - 1420 S McDowell Blvd Ste D	City of Petaluma
LA GARE RESTAURANT - 208 WILSON ST	City of Santa Rosa
La Perla Market - 6650 Commerce Blvd Ste 1	City of Rohnert Park
LA ROSA - 500 4TH ST	City of Santa Rosa
LA ROSA MARKET - 6555 FRONT ST	County of Sonoma
LAZZINI'S MARKET - 3449 BENNETT VALLEY RD	City of Santa Rosa
Lee's Noodle House - 1010 Hopper St	City of Santa Rosa
Les Pascals - 13758 Arnold Dr	County of Sonoma
Lightwave Coffee and Kitchen - 9725 Main St	County of Sonoma
LOLA'S MARKET - 102 HEALDSBURG AVE	City of Healdsburg
LOLA'S MARKET INC - 1680 PETALUMA HILL RD	City of Santa Rosa
LOLA'S MARKET INC GARB-FOOD - 440 DUTTON AVE 002	City of Santa Rosa
LOLA'S MARKET INC. - 241 N MCDOWELL BLVD	City of Petaluma
Los Arcos Restaurant - 1791 Marlow Rd Ste 6	City of Santa Rosa
LOS TRES CHILES - 2765 YULUPA AVE	City of Santa Rosa
Luau Hawaiian BBQ - 447 Stony Point Rd.	City of Santa Rosa

Generator	Jurisdiction
LUCKY/SAVE MART #776 - 915 VILLAGE CT	City of Santa Rosa
MACK'S BAR & GRILL - 10056 MAIN ST	County of Sonoma
Mad Batter Cakery Co - 1340 Industrial Ave Ste E	City of Petaluma
Makizushi Sushi and Grill - 3082 Marlow Rd Ste B3	City of Santa Rosa
Mama Js Pizzeria - 10101 Main St Ste F	County of Sonoma
Marina Bean, The - 765 Baywood Dr Ste 145	City of Petaluma
Martins Market - 10333 Old Redwood Hwy	Town of Windsor
Martins Taqueria - 10333 OLD REDWOOD HWY STE 105	Town of Windsor
MARY'S PIZZA SHACK - 101 GOLF COURSE DR B	City of Rohnert Park
Masala Express - 385 Aviation Blvd Ste B	City of Santa Rosa
Mazza Catering - 90 MOUNTAIN VIEW AVE	County of Sonoma
MEDICAL ARTS PLAZA #1 - 1162 MONTGOMERY DR	City of Santa Rosa
MEXICO LINDO - 9030 GRATON RD	County of Sonoma
Michoacan Plus Ice cream - 750 STONY POINT RD	City of Santa Rosa
Nellie's Oysters - 9010 Graton Rd	County of Sonoma
NOBLE FOLK ICE CREAM AND PIE - 116 MATHESON ST	City of Healdsburg
NOODLE PALACE - 1310 PETALUMA HILL RD	City of Santa Rosa
NORMS KITCHEN - 478 LARKFIELD CTR	County of Sonoma
NORTH COAST LODGING INVEST CO. - 60 SEA WALK DR	County of Sonoma
Ochoas Mexican Restaurant - 3080 Marlow Rd Ste A10	City of Santa Rosa
Ohana Hawaiian BBQ - 205 S McDowell Blvd	City of Petaluma
Old Chicago Pizza - 41 Petaluma Blvd N	City of Petaluma
OLIVER'S MARKET - 461 STONY POINT RD 002	City of Santa Rosa
Oyama Sushi - 175 N McDowell Blvd	City of Santa Rosa
Palooza Catering and Events Inc - 8910 Sonoma Hwy Ste C9	County of Sonoma
PARADISE SUSHI GRILL - 20 E WASHINGTON ST	City of Petaluma
Param Om Inc dba Green Grill - 16316 Main St	County of Sonoma
PARK VIEW GARDENS - 3751 MONTGOMERY DR	City of Santa Rosa
Paul's Kitchen - 21716 Geyserville Ave	County of Sonoma
Paynes BBQ - 15025 RIVER RD	County of Sonoma
PEZCOW - 8465 OLD REDWOOD HWYSUIT 410	Town of Windsor
PICKS DRIVE IN - 117 S CLOVERDALE BLVD	City of Cloverdale
Psychic Pie - 980 Gravenstein Ave	City of Sebastopol
PUB REPUBLIC - 3120 LAKEVILLE HWY A	City of Petaluma
Quincy's Pub & Cafe - 6590 COMMERCE BLVD	City of Rohnert Park
RANCHO MARKET & DELI - 929 MADRONE RD	County of Sonoma
REDWOOD CAFE - 8240 OLD REDWOOD HWY	City of Cotati
Riccardos - 2700 Yulupa Ave Ste 7	City of Santa Rosa
RIO NIDO ROAD HOUSE - 14540 CANYON TWO RD	County of Sonoma
RIVERS END VENTURES - 11048 HIGHWAY 1	County of Sonoma
RIVIERA RESTAURANT - 75 MONTGOMERY DR	City of Santa Rosa

Generator	Jurisdiction
ROCKER OYSTER FELLOWS AT LUCAS - 595 HIGHWAY 1	County of Sonoma
Rocker Oysterfellers Firefly Catering - 14415 Highway 1	County of Sonoma
Rojas Mexican Market # 2 - 351 E Washington St	City of Petaluma
Rooftop Bar - 227 Healdsburg Ave	City of Healdsburg
Round Table Pizza - 227 S McDowell Blvd	City of Petaluma
RUSSIAN RIVER BREWING CO - 725 4TH ST	City of Santa Rosa
RUSSIAN RIVER BREWING COMPANY - 700 MITCHELL LN	Town of Windsor
Saigon Cafe - 548 E Cotati Ave	City of Cotati
Sal's Pizzeria - 8270 Old Redwood Hwy	City of Cotati
Salt & Stone - 9900 Highway 12	City of Sonoma
Sam's Mediterranean Deli & Cafe - 613 Martin Ave Ste 111	City of Rohnert Park
SANDMAN INN LLC - 3421 CLEVELAND AVE	City of Santa Rosa
Sandy's Take & Bake Pizza - 2015 Elizabeth Way	City of Santa Rosa
SANTA ROSA SEAFOOD - 946 SANTA ROSA AVE	City of Santa Rosa
SAUCY MAMA'S - 16632 HWY 116	County of Sonoma
Savor Vietnamese Cuisine - 8970 Brooks Rd S	Town of Windsor
SCANDIA FUNLAND INC. - 5301 REDWOOD DR	City of Rohnert Park
Simmer - 6358 Commerce Blvd	City of Rohnert Park
Sister Harvest LLC - 600 Wilson St	City of Santa Rosa
SMOKIN BOWLS - 295 SOUTHWEST BLVD	City of Rohnert Park
Sonoma Bagel & Deli - 515 Hahman Dr	City of Santa Rosa
Sonoma Coast Villa - 16702 HIGHWAY 1	County of Sonoma
Sonoma Valley Bagel - 130 Stony Point Rd Ste G	City of Santa Rosa
Sonoma Valley Moose Lodge #2048 - 20580 Broadway	City of Sonoma
SRJC Sonoma County Junior College District Bakery - 1670 Mendocino Ave	City of Santa Rosa
St John's Activity Center Kitchen - 208 Matheson St	City of Healdsburg
STUMPTOWN BREWERY - 15045 RIVER RD	County of Sonoma
SU CASA MEXICAN RESTAURANT - 108 CALISTOGA RD	City of Santa Rosa
Subway Sandwich Shop - 5306 Old Redwood Hwy Ste B	City of Petaluma
SUGO TRATTORIA - 5 PETALUMA BLVD S B	City of Petaluma
SUNFLOWER CAFFE - 421 1ST STREET WEST	City of Sonoma
Superburger - 2781 Yulupa Ave	City of Santa Rosa
Sushiko - 6265 Commerce Blvd Ste 174	City of Rohnert Park
Sweet Ts Restaurant & Bar - 9098 Brooks Rd S	Town of Windsor
TAMALES, MAGOS - 3448 SANTA ROSA AVE	County of Sonoma
Taqueria California - 750 stony point plaza	City of Santa Rosa
TAQUERIA EL FAVORITO - 250 S MAIN ST	City of Sebastopol
Taqueria El Molcajete - 1129 S Cloverdale Blvd Ste G	City of Cloverdale
TAQUERIA EL SOMBRERO - 245 CENTER ST 002	City of Healdsburg
Taqueria Mi Farolito - 6585 Commerce Blvd Ste C	City of Rohnert Park

Generator	Jurisdiction
TAQUERIA MI PUEBLO - 800 PETALUMA BLVD N	City of Petaluma
Taqueria Sol Azteca - 1435 E Cotati Ave Ste D	City of Rohnert Park
Thai Spice - 1123 S Cloverdale Blvd Ste A	City of Cloverdale
The Bia Cafe - 19420 Highway 116 #A	County of Sonoma
THE CASINO BAR - 17000 BODEGA HWY	County of Sonoma
THE FIG CAFE - 13690 ARNOLD DR FOO	County of Sonoma
The Goose & Fern - 116 5th St	City of Santa Rosa
The Sea Ranch Links Cafe - 42000 Bohemian Hwy	County of Sonoma
THEATRE SQUARE APARTMENTS - 101 2ND ST	City of Petaluma
TIAN YUEN - 102 S CLOVERDALE BLVD	City of Cloverdale
TIDES WHARF - 835 HIGHWAY 1	County of Sonoma
TIERRA VEGETABLES INC - 399 BUSINESS PARK CT	Town of Windsor
TIMBER COVE INN - 21780 HIGHWAY 1	County of Sonoma
Tip Top Taco - 10007 Main St	County of Sonoma
TIPP THAI CUISINE - 1778 PINER RD	City of Santa Rosa
Trail House - 4036 Montgomery Dr	City of Santa Rosa
Trattoria Cattaneo - 2700 Yulupa Ave Ste 10	City of Santa Rosa
UNDERWOOD BAR & BISTRO - 9113 GRATON RD	County of Sonoma
UNION HOTEL - 3731 MAIN ST	County of Sonoma
VIVA OXACA - 827 PETALUMA BLVD N	City of Petaluma
WALMART - 6650 HEMBREE LN	Town of Windsor
WALMART #1755 COMPACTOR - 4625 REDWOOD DR	City of Rohnert Park
WELLS FARGO CENTER FOR THE ART - 50 MARK WEST SPRINGS RD	County of Sonoma
WHOLE FOODS #10139 - 1181 YULUPA AVE	City of Santa Rosa
Wine Country Cafe & Deli - 5855 Sonoma Hwy	City of Santa Rosa

5.3 Task 4 Accounts Contacted List

Generator
Acme Burger - 1007 W College Ave Suite D, Santa Rosa, CA 95401
Arbol Residences of Santa Rosa - 300 FOUNTAIN GROVE PKWY
BJ'S RESTAURANT & BREWHOUSE - 334A CODDINGTOWN CTR # A
BROWMAN DEVELOPMENT CO. INC. - 1880 MENDOCINO AVE
CANTEEN SERVICE INC - 3025 DUTTON AVE
CHICK-FIL-A - 1452 MENDOCINO AVE
Chilaquiles Los Compadres - 3020 Santa Rosa Ave
Chipotle - 733 CODDINGTOWN CENTER
CODDINGTOWN MALL LLC - 733 CODDINGTOWN CENTER
COUNTRY CLUB APTS - 2807 YULUPA AVE

Generator
DEL VALLE MEXICAN RESTURANT - 2000 SEBASTOPOL RD
Donut City - 1331 GUERNEVILLE RD
Donuts and Bagel Cafe - 750 STONY POINT RD
ECOVA/ PANDA EXPRESS #1193 - 740 STONY POINT RD
EL PACIFICO MARKET - 3020 SANTA ROSA AVE
EL TORITO SUPERMARKET - 4575 SONOMA HWY
Fire Wings - 733 CODDINGTOWN CENTER
FLAMINGO HOTEL - 2777 4TH ST 003
GERSHMAN PROPERTIES SANTA ROSA - 2240 MENDOCINO AVE
GOODWILL INDUSTRIES - 651 YOLANDA AVE
GOODWILL INDUSTRIES - 651 YOLANDA AVE
HOTEL LA ROSE, INC. - 308 WILSON ST
Jamba Coddington Mall - 733 CODDINGTOWN CENTER
LA ROSA - 500 4TH ST
LA ROSA - 500 4TH ST
Little Caesars Pizza - 750 STONY POINT RD
LOLA'S MARKET - 102 HEALDSBURG AVE
LOLA'S MARKET INC - 1680 PETALUMA HILL RD
LOLA'S MARKET INC GARB-FOOD - 440 DUTTON AVE 002
Los Molcajetes Bar and Grill - 6599 MONTECITO BLVD
Ippinn vdon & tempura - 1880 MENDOCINO AVE
Luau Hawaiian BBQ - 447 Stony Point Rd.
LUCKY #775 - 150 BICENTENNIAL WAY
LUCKY/SAVE MART #776 - 915 VILLAGE CT
Michoacan Plus Ice cream - 750 STONY POINT RD
mini market - 1331 GUERNEVILLE RD
MINIOA, FRANK & DELIA - 4100 MONTGOMERY DR
MINIOA, FRANK & DELIA - 4100 MONTGOMERY DR
mombo's pizza - 1880 MENDOCINO AVE
MONTGOMERY VILLAGE - 2400 SONOMA AVE
NORTHBAY COMMERCIAL REALESTATE - 1331 GUERNEVILLE RD
Nothing Bundt Cakes - 733 CODDINGTOWN CENTER
OAKMONT GARDENS/MBK SENIOR LIV - 301 WHITE OAK DR
Ortega's Market - 1331 GUERNEVILLE RD
Panda Express - 2240 MENDOCINO AVE
Paradise Sushi and Hibachi - 4100 MONTGOMERY DR
PARK VIEW GARDENS - 3751 MONTGOMERY DR
Quickly - 1880 MENDOCINO AVE
Red Bee BBQ - 750 STONY POINT RD
ROXY STADIUM 14 - 85 SANTA ROSA AVE
RUSSIAN RIVER BREWING CO - 725 4TH ST

Generator
SAFEWAY #2457 - 1211 W COLLEGE AVE 002
SAFEWAY #1576 - 2300 MENDOCINO AVE
SAFEWAY #1576 - 2300 MENDOCINO AVE
SAFEWAY #1576 - FUEL STATION - 2200 MENDOCINO AVE
SAFEWAY #25-1562 - 2765 4TH ST
SAFEWAY #713 - 100 CALISTOGA RD
SAFEWAY STORE # 1265 - 2785 YULUPA AVE 002
SAFEWAY STORE # 1562 - 2751 4TH ST
SAFEWAY STORE #956 - 1799 MARLOW RD
SANTA ROSA COMMUNITY MARKET - 1899 MENDOCINO AVE
SANTA ROSA QUAIL RUN L.P. - 1018 BELLEVUE AVE
Sea Noodle Bar - 733 CODDINGTOWN CENTER
silver moon chinese food - 1880 MENDOCINO AVE
SONOMA BEVERAGE COMPANY LLC - 2789 NORTHPOINT PKWY A
SONOMA COUNTY CATERING - 3559 AIRWAY DR B
Spring Lake Village - 5555 MONTGOMERY DR 002
Starbucks - 760 STONY POINT RD
starbucks - 2240 MENDOCINO AVE
Starbucks Coffee Company - 733 CODDINGTOWN CENTER
STONY POINT PLAZA - 750 STONY POINT RD
STONY POINT PLAZA - 760 STONY POINT RD
Subway - 1880 MENDOCINO AVE
Super Burger - 750 STONY POINT RD
Taqueria California - 750 stony point plaza
Taqueria Molcajetes - 1195 W College Ave, Santa Rosa, CA 95401
THE O'KEEFE GROUP - 2400 MIDWAY DR FOO
TRADER JOE'S - 3225 CLEVELAND AVE
VILLAGE SQUARE - 2605 RANGE AVE
Vitality Bowls - 1880 MENDOCINO AVE
WEST COLLEGE CENTER LLC - 1035 W COLLEGE AVE 126
WEST ROCK / STARBUCKS #03456 - 860 HOPPER AVE
wingstop - 1880 MENDOCINO AVE
WingStop - 760 STONY POINT RD
Yogurt Time - 6599 MONTECITO BLVD
AURORA BEHAVIORAL HEALTHCARE - 1287 FULTON RD
Brookdale Pauline Creek (senior living facility) - 2375 RANGE AVE
CHEVY'S RESTUARANT, LLC # 2018 - 24 4TH ST
COLLEGE PARK PLAZA - 2101 W COLLEGE AVE
COUNTRY CLUB APTS - 2807 YULUPA AVE
CREEKSIDE CONVALESCENT - 850 SONOMA AVE
FOUNTAINGROVE LODGE - 4210 THOMAS LAKE HARRIS DR 002

Generator
MONTGOMERY VILLAGE - 707 VILLAGE CT
PACIFIC CONNECTION CATERING & EVENT DESIGN - 1800 EMPIRE INDUSTRIAL CT 08,
PAPA MURPHY'S PIZZA - 2101 W COLLEGE AVE Suite E
PARKLANE VILLAS - 1055 BILLIE JEAN ST
PORT OF SUBS - 2101 W COLLEGE AVE. #F
VISTA PARK APARTMENTS - 1447 PETALUMA HILL RD
Zapata Taqueria - 2101 W COLLEGE AVE
Applebee's Bar and Grill - 2250 SANTA ROSA AVE
Mr. Pickles - 4100 MONTGOMERY DR
STARK'S STEAK HOUSE - 521 ADAMS ST 002
Bowl and Roll - 1331 GUERNEVILLE RD
Daves Hot Chicken - 2240 MENDOCINO AVE
DULCERIA PEPITO - 2101 W COLLEGE AVE #104d
FAST MART - 2101 W COLLEGE AVE Ste 102B
Honey sliced ham - 1331 GUERNEVILLE RD
OLIVER'S MARKET - 560 MONTECITO CENTER 002