



ZERO WASTE SONOMA WORK PLAN PROGRAM PROGRESS REPORT

REPORTING PERIOD JULY 1, 2023 - JUNE 30, 2024

ORGANICS COST CENTER

JUSTIFICATION: MANDATED- Starting in the year 2021, required by CA State Legislation Short-lived Climate Pollutants SB 1383

FUNDING: Organics Cost Center

DURATION: Ongoing

DESCRIPTION: Each jurisdiction has an annual procurement target, calculated based on population.

JURISDICTION	COMPOST (CY)	# OF EVENTS/DONATIONS
Cotati	40	1
Healdsburg	228	7
Petaluma	87	3
Rohnert Park	372	4
Santa Rosa	408	10
Sebastopol	380	6
Sonoma	120	3
Unincorporated	547	14
Windsor	96	1
GRAND TOTAL	2278	49

COMPOST GIVEAWAYS

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

As part of the organics processing contracts with Cold Creek Compost, WM Redwood, and Napa Recycling, Zero Waste Sonoma has access to a compost allotment of 1,700 cubic yards every calendar year. With significant assistance from community volunteers, jurisdictions' staff, and organizational partners such as Waste Less Windsor, Coastal Municipal Advisory Council (MAC), Sebastopol Climate Action Committee, and Landpaths, staff was able to give away 1,578 cubic yards of compost through 38 events or donations within the reporting period.

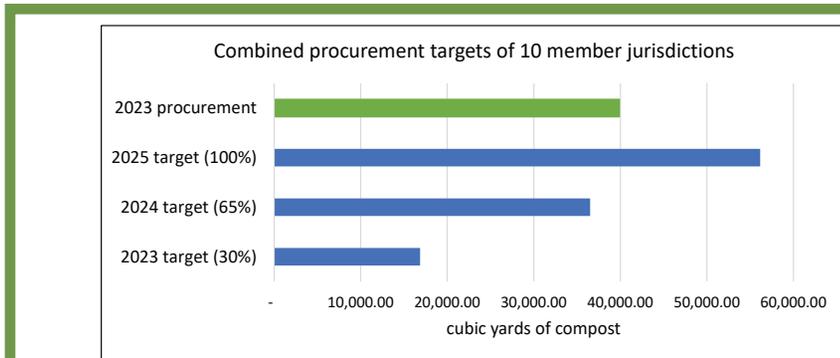
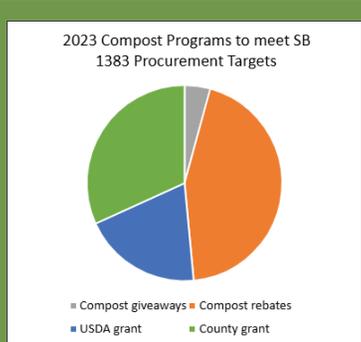
In addition, staff used SB 1383 Local Assistance Grant funds to purchase and give away 700 cubic yards of compost directly to non-profit farms, or to residents through newly established permanent Compost Hubs in Healdsburg, Santa Rosa, Cotati, and Petaluma. These hubs are meant to increase residents' access to high quality compost year-round and serve to educate the public about the climate benefits of compost. The increased amount of compost given away will go toward the 10 member jurisdictions' 2024 procurement targets, which are double that of 2023.



As part of the statewide climate strategy, CalRecycle included procurement requirements in SB 1383 to spur market development for compost, mulch, and other end products created from food scraps and yard debris placed in curbside green bins. Jurisdictions are required to annually procure an amount proportional to their populations. Under the SB 1383 MOU, which was executed in 2022, ZWS takes responsibility to meet the regionally combined procurement targets of the 10 member jurisdictions. Assuming ZWS meets the procurement target with compost alone, that equals 56,169 cubic yards of compost annually.

AB 1985 (Rivas) amended the original procurement targets established in the SB 1383 regulations to allow a phase-in period. As a result, jurisdictions are now required to procure 30% of their full procurement target in 2023, 65% in 2024, and 100% in 2025 and onwards.

Through a combination of programs and grants, ZWS was able to exceed the 10 jurisdictions' 2023 target by more than double (green bar). Although making up a small percentage, compost giveaways are wildly popular with residents. The benefits are not immediately apparent and hard to measure, as they encourage residents to divert more of their food and yard debris from the landfill and reinforce the positive habit of applying compost on soil. 2024 is the third year ZWS has offered a 10% rebate for any individual or organization purchasing large amounts of compost. In 2023, there were 16 participants, including landscapers, farms, ranches, and vineyards. ZWS was also fortunate to receive a federal USDA Composting and Food Waste Reduction (CFWR) grant, which will conclude in 2026. In addition, ZWS participated in a Carbon Sequestration through Compost Application regional grant, in collaboration with the RCPA, Ag+Open Space, Gold Ridge RCD, Sonoma RCD, Daily Acts, and Carbon Cycle Institute. The regional grant was funded by the County of Sonoma Climate Resiliency Fund and concluded in 2023.



ORGANICS COST CENTER

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

WHO WORKS: Staff

FUNDING: Organics Cost Center

DURATION: Ongoing

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



SHORT-LIVED CLIMATE POLLUTANTS (SLCP) SB 1383

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

Staff continue to monitor compliance with SB 1383 among businesses and other commercial generators. This includes providing resources, supplies, and funding to Tier One and Two Commercial Edible Food Generators and Food Recovery Organizations and Services.

FOOD RECOVERY

Edible Food Generators	305
Food Recovery Organizations/Services	54
Pounds of Excess Edible Food Recovered	5,460,020

COMPLIANCE

Waivers Issued	2,457
Complaints Investigated	9
Compliance Reviews	6,252



FOLLOWING THESE PRACTICES CAN HELP YOU SAFELY RECOVER YOUR SURPLUS FOOD IN COMPLIANCE WITH SENATE BILL 1383 AND LOCAL ORDINANCES. ITEMS MARKED WITH A * ARE NECESSARY TO COMPLY WITH THESE LAWS.

STOP WASTE FROM THE START!

- Conduct a food waste audit. Save money and be eco-smart by purchasing only the amount of food needed to meet customer demand.
- Work with your supply chain to clearly label or define the difference between safety-based and quality-based dates to reduce customer confusion.
- Rotate perishable stock at every delivery to minimize waste.
- Evaluate which storage containers best maintain food quality.
- Consider selling/donating to specialized markets for bruised or blemished produce, such as juicing businesses, or working with the Organic Food Association.
- Consider making surplus food available to staff.

PLAN YOUR FOOD RECOVERY LOGISTICS

- *Contract with a Food Recovery Organization or Service (FRO/S) that is 501(c)(3) to comply with the CA Dept. of Education and CGA. <https://www.education.ca.gov/MenuItems/food>. *(Checklist on donating surplus food, Review and State Waste System for a list of available organizations.)*
- *Work with FRO/S to set a schedule that meets your storage space and operational needs while maximizing the freshness and amount of edible food for quick redistribution. Notify your FRO in advance if you expect to have more surplus than usual, so they can prepare accordingly.
- Establish a dedicated area (in compliance with CalCode) for storing and labeling (with date and contents) food designated for donation.
- Properly repack and compost any inedible food or food scraps that are not safe or suitable for food recovery.
- *Be ready for inspections, if necessary.
- *You must recover the maximum amount of edible surplus food.

SECURE NECESSARY EQUIPMENT

- Food-safe containers or transport bags*
- Dedicated refrigerators/freezer space
- Labeling and record-keeping supplies
- Scale, if you are tracking the weight of donated foods (some FRO/S will track and/or weigh for you)

*Check the packaging preferences of your FRO/S partner. Ideally, find an FRO/S that will work with reusable containers. Reusable containers can be a significant cost-saver and are better for the environment.

*These items are necessary to comply with these laws.



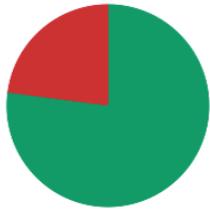
ZWS also issues waivers and investigates complaints on behalf of the member jurisdictions. Generators who produce minimal organics (<20 gal in a week) and/or have space constraints may be granted waivers from the requirements to use a blue or green bin.

CASCADIA PROJECT

In October 2023, the ZWS board awarded Cascadia Consulting Group, Inc. a contract to conduct technical assistance. Cascadia and their subcontractors, Soluna and Waste Sleuth, were tasked with contacting and assisting commercial generators who are required to comply with SB 1383 and the local Disposable Food Ware Ordinances. Through site visits and phone calls, the team helped generators properly sort their recycling and organics from the trash, connect with local food recovery organizations to pick up excess food for donation, and switch from disposable to reusable food ware. The project will conclude in May 2025, and staff will present a final report to the ZWS board. This project was funded by CalRecycle, through the Local Assistance Grant Program.

SB 1383 (Organics) Compliance

■ 77% Compliant | ■ 23% Not Compliant



	Compliant	Not Compliant
Commercial	5,938 76%	1,918 24%
Multi-Family	607 94%	39 6%
Total	6,545 77%	1,957 23%

*SB 1383 Compliance includes All Generators.



GREENING THE COUNTY EMPLOYEE APPRECIATION PICNIC

Staff assisted the organizers of the annual County employee appreciation picnic, which is part of Public Service Recognition Week, in purchasing compostable and recyclable foodware. In an effort to lead by example, staff also trained a small team of volunteers to monitor waste stations and ensure event participants placed items into the correct bins. In 2024, staff continued to encourage waste reduction during the planning process by replacing individual butter wrappers with butter in bulk, and switching paper tickets to digital registrations.

ZERO WASTE COST CENTER

JUSTIFICATION: MANDATED - Required by State Legislation, AB 341. Under state law, local jurisdictions are responsible for providing outreach, education, monitoring, and reporting to CalRecycle.
BOARD DIRECTED- City/County Payment Program (Grant funded)

WHO WORKS: Staff

FUNDING: Education Cost Center and CalRecycle grant funded

DURATION: Ongoing

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



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

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

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

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

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

CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE FY 22/23

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

AB 341 COMPLIANCE

JURISDICTION	COMPLIANT ACCOUNTS 2024	COMPLIANT ACCOUNTS 2023	COMPLIANT ACCOUNTS 2022
Cloverdale	100%	100%	89%
Cotati	100%	100%	90%
Healdsburg	100%	100%	91%
Petaluma	100%	100%	92%
Rohnert Park	100%	100%	88%
Santa Rosa	100%	100%	93%
Sebastopol	100%	100%	93%
Sonoma	100%	100%	96%
Unincorporated	100%	100%	91%
Windsor	98%	98%	95%

CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE 21/22

TYPE OF EXPENDITURE	DOLLAR AMOUNT	STATISTIC
Water Refill Stations	\$94,806.58	8 AGENCIES
Education	\$1,065.00	WINDSOR CRV OUTREACH
College/University	\$1,911.99	48 RECEPTACLES
Staff & Trainings	\$12,538.72	STAFF TIME + CONFERENCE
Recycling Bins	\$33,303.87	100+ BUSINESSES
TOTAL	\$143,626.16	

RESULTS HIGHLIGHTS

Approximately \$135,579 allocated in Grant Cycle 22-23 (through March 1, 2025) and \$135,330 allocated in Grant Cycle 23-24 (through March 1, 2026).

\$143,626.16 CalRecycle City/County Payment Program grant funding spent. Grant Cycles 22-23 & 23-24 / FY 23-25

22-23 Grant Cycle fully expended

\$25,000 marked for CRV pilot program education campaign in Grant Cycle 23-24.

\$8,047 spent so far in Grant Cycle 23-24.

EDUCATION COST CENTER

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

WHO WORKS: Contractor (Soluna Outreach Services)

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

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

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

SPANISH LANGUAGE OUTREACH

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

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

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

TARGETED SPANISH EVENTS, MEETINGS, AND RADIO OUTREACH

EVENT NAME	# EVENT OCCURANCES	NOTES
Various Farmer’s Markets	29	Covered various jurisdictions
Other Events	49	Día de los Muertos, binational health fairs, cultural events, safety fairs
KBBF 89.1FM	29	Nuestra Tierra Radio Program (15 minute segment live interviews)
TOTAL	151	



ZERO WASTE GUIDE (ENGLISH AND SPANISH)

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

The 24-page 2023 Guide theme was Back to the Basics and the 2024 Guide theme was The Evolution of Wasting. The printed version of the guides was distributed at outreach events and to interested parties (e.g., libraries, city and county offices, multi-family complexes, and businesses). An electronic version of the Guide was posted on the zerowastesonoma.gov website.

In 2024, the Recycle Guide was organized by program, including a new activity page, FAQs, and a glossary.

- Zero Waste Lifestyle
- Mandatory Business Recycling and Composting
- Composting
- Frequently Asked Questions
- Drop-off Recycling
- Curbside Services
- Visiting Disposal Sites
- Construction and Demolition
- Household Hazardous Waste (HHW) Disposal
- Used Motor Oil and Filter Recycling
- Batteries, household
- Electronic waste
- Fluorescents
- Medicines and syringes

JUSTIFICATION: MANDATED – JPA Provide recycling information to all County residents and businesses (Section 4.7.2.1 of the ColWMP) BOARD DIRECTED (Spanish Guide)

WHO WORKS: Staff and Contractor (Soluna Outreach Services)

FUNDING: Education Cost Center

DURATION: Ongoing

DESCRIPTION: The annual Zero Waste Guide (English and Spanish versions) is a comprehensive resource for recycling, reuse, and hazardous waste disposal options in Sonoma County.



EDUCATION COST CENTER

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

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

FUNDING: Education Cost Center

DURATION: Ongoing

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

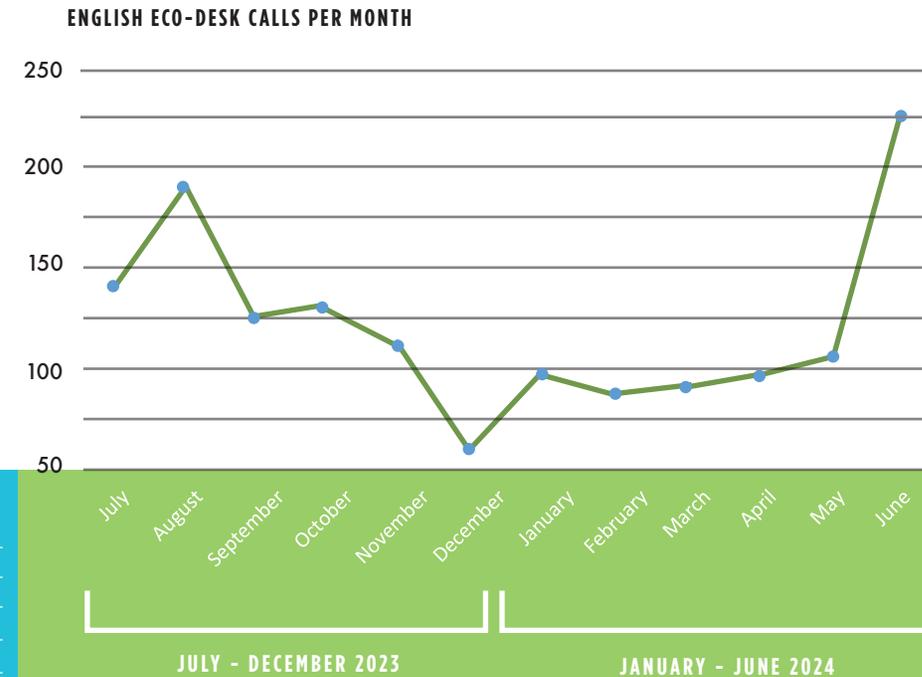
The English language Eco-Desk is comprised of pre-recorded information for Household Hazardous Waste, Recycle Guide, Motor oil and filter recycling. Callers are also given the option to talk to a live person. Website inquiries are also logged in the Eco-Desk database.

QUESTION CATEGORIES	
	# ENGLISH CALLS
E WASTE	143
HHW MISC	131
RECYCLING MISC	119
HAULER QUESTION	28
MOTOR OIL & FILTERS	55
PAINT	33
RESIDENTIAL COMPOSTING	93
SOLAR PANELS	12
TOTAL	1,285

ECO-DESK (ENGLISH AND SPANISH)

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

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



2,044 ENGLISH CALLS IN FY 23-24

NUMBER OF ECO-DESK CALLS HISTORICALLY BY CALENDAR YEAR

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	JAN-JUNE 2024
Number of English Calls	1,759	2,149	1,712	1,307	1,216	1,998	1,426	2,263	1,001	1,674	2,959	1,002	1,469	662
Number of Spanish Calls	105	104	83	49	30	20	47	19	41	25	39	28	22	0

CALLS BY JURISDICTION ENGLISH JULY 1, 2023 - JUNE 30, 2024

JURISDICTION	ENGLISH CALLS FY 23-24	ENGLISH CALLS FY 22-23
Unknown or out-of-county (includes website inquires)	546	594
Santa Rosa	276	146
Unincorporated	78	26
Petaluma	106	40
Sebastopol	67	37
Windsor	45	39
Sonoma	51	16
Healdsburg	48	31
Rohnert Park	19	29
Cloverdale	17	20
Cotati	10	10
TOTAL	1,285	988

TOPIC ENGLISH JULY 1, 2023 - JUNE 30, 2024

TOPIC	# ENGLISH CALLS
E-Waste	143
Recycling	119
HHW	131
Disposal	78
Hauler billing or service	28
Other	560
Composting	93
Motor oil and filters	55
Mattresses	27
Ordinance	12
TOTAL	1,285



RESULTS HIGHLIGHTS

- 1,285 English language Eco-Desk calls were answered in FY 23-24.
- English Eco-Desk call volume increased by 46% from 2022 to 2023.
- Spanish Eco-Desk call volume decreased by 21% from 2022 to 2023.
- The most frequently asked questions related to e-waste and household hazardous waste disposal.
- Santa Rosa, Petaluma, and Sebastopol generated the most inquiries.

EDUCATION COST CENTER

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

SOCIAL MEDIA ON-LINE MARKETING OUTREACH

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

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

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

Facebook Insights was used to provide analytical data.



The posts for this Solar Panel Collection event had the furthest reach this year: 18,465 on Facebook. It also had the most link clicks: 97 clicks.



This Facebook post reached 516 viewers, had 5 comments, and 8 likes.



This Instagram post had the most likes at 49 on Instagram. It also had 2 comments.

Household Hazardous Waste (HHW) Collection Event

November 14, 2023
SONOMA

APPOINTMENT REQUIRED:
ZeroWasteSonoma.Gov

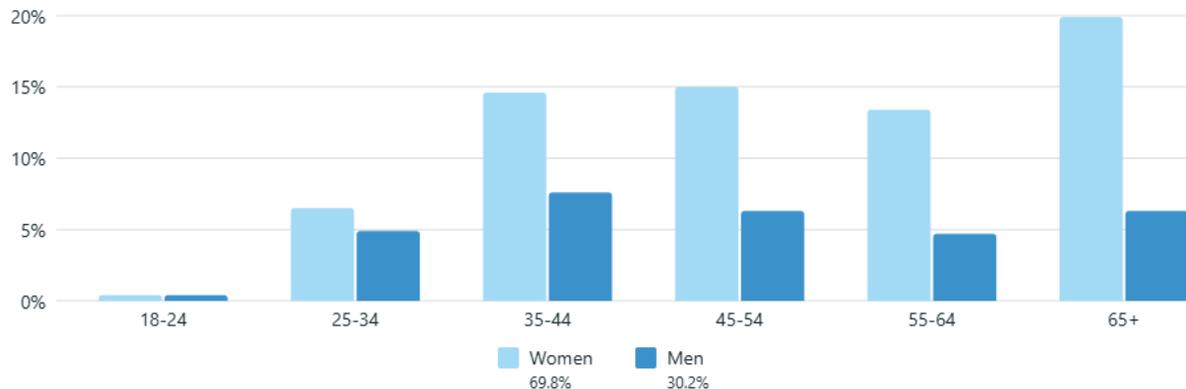
Petaluma Repair Fair

Petaluma Community Center
320 N McDowell Blvd

September 14, 2024
1 - 4P

zerowastesonoma.gov

AGE & GENDER OF FACEBOOK FOLLOWERS

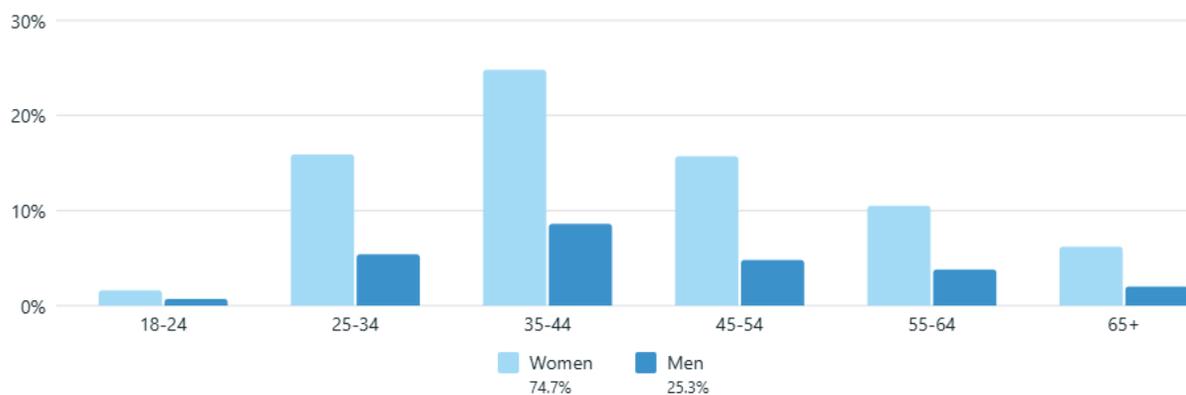


Followers ●

Lifetime

4,181

AGE & GENDER OF INSTAGRAM FOLLOWERS



Followers ●

Lifetime

1,879

RESULTS HIGHLIGHTS

ZWS has 4,181 Facebook followers, up from 4,002 the previous year.

ZWS has 506 Twitter followers, up from 491 the previous year.

ZWS has 1,879 Instagram followers, up from 1,542 the previous year.

EDUCATION COST CENTER

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

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

FUNDING: Education Cost Center

DURATION: Ongoing

WEBSITE ZEROWASTESONOMA.GOV

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

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

Website usage tallies were generated by Google Analytics.

TOP TOPICS

PAGE	07/01/23-6/30/24 VISITS	07/01/22-6/30/23 VISITS
Home page	79,379	29,917
E-Waste disposal page	32,294	24,711
Materials page	7,931	9,925
Household Hazardous Waste Facility page	28,325	24,842
Disposal Site Fee Schedules	31,525	24,441



THINK  AGAIN

COMPOST FOR THE CLIMATE
 YOU CAN SLOW CLIMATE CHANGE [LEARN MORE](#)

HOME COMPOSTING
 WANT TO DO IT YOURSELF? WE CAN HELP! [LEARN MORE](#)

WEBSITE ZEROWASTESONOMA.GOV FEATURES INCLUDE:

- COMPATIBLE WITH MOBILE DEVICES AND TABLETS
- MAPPING OF REUSE AND RECYCLING DROP-OFF LOCATIONS
- CALENDAR OF EVENTS, MEETINGS, AND WORKSHOPS
- ZERO-WASTE LIFESTYLE INFORMATION

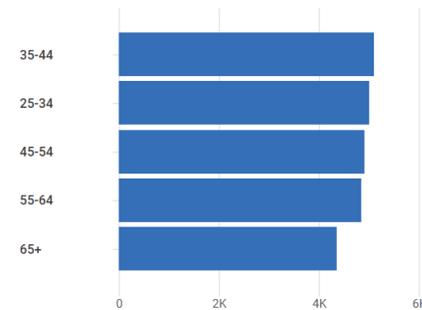
OF ZEROWASTESONOMA.GOV VISITORS PER JURISDICTION

JURISDICTION	7/1/23-6/30/24	7/1/22 - 6/30/23	7/1/21 - 6/30/22	7/1/20 - 6/30/21
Santa Rosa	20,923	18,602	29,700	30,362
Petaluma	6,622	6,284	10,197	11,301
Windsor	3,580	4,062	6,923	7,459
Sebastopol	2,821	3,043	6,370	7,170
Rohnert Park	3,318	3,189	4,469	4,784
Sonoma	2,452	2,560	4,041	5,656
Healdsburg	1,579	1,264	1,795	2,657
Cotati	462	490	801	692
Cloverdale	1,098	1,201	1,983	2,021
TOTAL		40,695	66,648	72,421

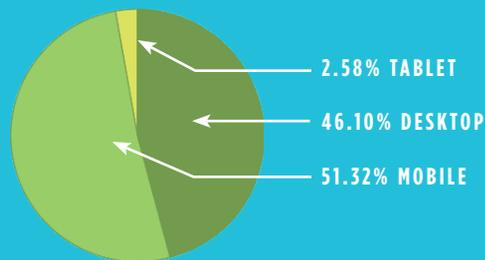
USER ACQUISITION

FIRST TIME WEB VISITORS	07/01/23-6/30/24 VISITS
Organic Search	76,947
Direct	36,537
Referral	21,307
Organic Social	2,463
Paid Search	1,896

Active users by Age



OVERALL DEVICE USERS FY 23-24



RESULTS HIGHLIGHTS

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

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

San Jose, CA (22,608 users), San Francisco, CA (6,335 users), Los Angeles, CA (3,107 users), and Ashburn, VA (1,830 users) were in the top eleven cities of users FY 22-23.

Top out-of-state users were based in Ashburn, VA (1,830), Coffeyville, KS (1,766), Seattle, WA (810), and Las Vegas (730).

Top out-of-country users were based in the Philippines (820), India (724), China (582), and Canada (528).

EDUCATION COST CENTER

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

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

FUNDING: Education Cost Center

DURATION: Ongoing

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

◀ APRIL 2024 ▶
[Go to Today](#)

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

Household Hazardous Waste	eWaste	Outreach	Board Meetings
Local Task Force	Zero Waste	Compost	Mattress Recycling
Solar Panels	Food Recovery		

EVENTS

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

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



SAMPLING OF EVENTS

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

EVENTS BY JURISDICTION

JURISDICTION	# EVENTS	# EVENT DAYS	# HOURS OUTREACH
Cloverdale	10	15	78
Cotati	7	7	28
Healdsburg	12	14	62
Petaluma	30	34	133
Rohnert Park	10	13	62
Santa Rosa	52	67	271
Sebastopol	7	7	21
Sonoma	13	15	60
Unincorporated	44	50	168
Windsor	9	12	40
TOTAL	194	228	1,118



RESULTS HIGHLIGHTS

195 outreach/education events were completed (1 out of jurisdiction).

235 outreach/education event days were completed.

1,118 outreach/education hours were completed.

ZERO WASTE COST CENTER

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

WHO WORKS: Staff and Contractor (Reuse Alliance)

FUNDING: Zero Waste Cost Center

DURATION: Ongoing

DESCRIPTION: Participation in events provides an opportunity to educate residents as well as divert waste from the landfill.

REPAIR FAIRS

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

ZWS partnered with Reuse Alliance to host a number of repair events and workshops, and offer assistance to community groups organizing these events locally, through sponsorship and marketing. Common items we repaired: clothing, bicycles, lamps, small appliances, electronics.

In this fiscal year we offered 7 Repair Fairs/Fix-it Clinics in Rohnert Park, Sebastopol, Petaluma, Santa Rosa, Forestville, and Windsor.



HHW COST CENTER

MATTRESS AND SINGLE-USE PROPANE CYLINDER COLLECTIONS

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

MATTRESS COLLECTION EVENTS

JURISDICTION	# MATTRESS EVENTS	# OF MATTRESSES COLLECTED
Cloverdale	1	28
Healdsburg	1	19
Petaluma	1	53
Rohnert Park	1	81
Santa Rosa	2	169
Sonoma	1	22
Unincorporated	2	47
Windsor	1	36
TOTAL	10	455

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

WHO WORKS: Staff and Contractor (Cylinder Bottle Liquidators, Mattress Recycling Council)

FUNDING: Household Hazardous Waste Cost Center

DURATION: Ongoing

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

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



PARKS COLLECTION BINS

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

RETAIL PROPANE EXCHANGE LOCATIONS

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

HHW COST CENTER

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

WHO WORKS: Staff and Contractor (Clean Harbors)

FUNDING: Household Hazardous Waste Cost Center

DURATION: Ongoing

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

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

HOUSEHOLD HAZARDOUS WASTE (HHW) PROGRAM

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

The HHW program is comprised of the permanent collection facility at the Central Disposal Site, weekly HHW Collection Events, and the HHW Rover Service. Businesses that qualify as Very Small Quantity Generators (VSQGs) by generating less than 220 lbs/month of HHW may also use the permanent HHW facility or HHW Collection events by appointment.

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

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



HHW EVENTS

JURISDICTION	# OF HHW EVENTS	# OF PARTICIPANTS	AVERAGE PARTICIPANTS PER EVENT
Cloverdale	4	208	52
Cotati	2	73	37
Healdsburg	3	213	71
Petaluma	3	141	47
Rohnert Park	2	96	48
Santa Rosa	13	1,032	79
Sebastopol	3	154	51
Sonoma	4	239	60
Unincorporated	10	428	43
Windsor	4	383	96
TOTAL	48	2,967	62

POUNDS OF WASTE COLLECTED PER PROGRAM OR DISPOSAL METHOD

HHW PROGRAM	FACILITY (RESIDENTS)	FACILITY (VSQG)	EVENTS	ROVER	REUSE
Pounds Collected	1,081,988	31,055	130,598	16,672	77,039
TOTAL					1,260,313

PARTICIPANTS PER PROGRAM

HHW PROGRAM	FACILITY	VSQG	EVENTS	ROVER
Participants FY 23/24	17,084	201	2,647	57
Participants FY 22/23	16,962	175	2,863	52
Participants FY 21/22	16,334	154	2,759	188
Participants FY 20/21	21,074	162	1,487	77
TOTAL	54,370	491	7,109	317



RESULTS HIGHLIGHTS

48 HHW Collection Events were held.

Fire Departments in Boyes Hot Springs and Glen Ellen no longer host HHW events. Staff is searching for a property large enough to replace these locations.

The HHW Programs now accept vape pens from residents only.

1,260,313 pounds of HHW collected in FY 23-24.

HHW COST CENTER

JUSTIFICATION: BOARD DIRECTED

WHO WORKS: Contractors (Soluna Outreach Services, Gigantic Idea Studio)

FUNDING: Grant funded CalRecycle’s Oil Payment Program (OPP)

DURATION: Ongoing. Contractor agreement from July 1, 2017-June 30, 2024

DESCRIPTION: This program includes a wide variety of efforts from reporting and auditing to collection and education. Funding is provided through the CalRecycle’s Oil Payment Program (OPP). Actual projects vary year to year depending on State funding levels.

MOTOR OIL AND FILTER RECYCLING

REPORTING PERIOD JULY 1, 2023 TO June 30, 2024

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

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

USED MOTOR OIL AND FILTER RECYCLING OUTREACH SUMMARY

TYPE OF OUTREACH	NOTES
89	CCC Site Visits
104,625	Gallons of Oil Recycled
49,830	Number of Filters Recycled
3,171	Funnels Distributed



USED MOTOR OIL AND FILTER RECYCLING OUTREACH SUMMARY

TYPE OF OUTREACH	NOTES
DMV Outreach	17 education/outreach visits were conducted at DMV locations in Santa Rosa and Petaluma.
Home Delivery	Delivered oil filter drainers to 22 residents across Sonoma County.
Community presentations	We provided materials to teachers from the Pasitos Program. The teachers used the materials in a total of 16 presentations given to the parents FY 23-24.
Media Outreach	15 segments (Nuestra Tierra (Our Earth) that airs live in Spanish at KBBF Radio station in Santa Rosa.)
Certified Collection Center Site Visits	<p>Conducted site visits at 86 used oil CCCs and completed CalRecycle required site visit forms. These visits take place the last week of February-second week of March of each year.</p> <p>Note:</p> <ul style="list-style-type: none"> • 43 visits were conducted as secret shoppers • 43 visits were conducted as part of the CalRecycle requirements for CCC's in Sonoma County
Labor Centers	7 visits to Labor Centers (On a monthly basis, provided used motor oil and filters recycling information to patrons of the Graton, Healdsburg, and Fulton Labor Centers.)
Community Events	Conducted used motor oil and filter outreach at over 60 events. Events usually combined general ZWS topics. For a sampling of events, see page 17.
Riders Recycle Program	Direct outreach at the Rip City Riders Bike & Car Show, Cloverdale Citrus Fair, Santa Rosa Cycle Gear, and Z2 Track Day at Sonoma Raceway. 94% of residents surveyed said they recycle their motor oil.
ESL Outreach	4 classes taught (Prepared used oil recycling classroom materials/lesson ("The Family Car") for adult English learners through the Santa Rosa Junior College non-credit ESL program.)



RESULTS HIGHLIGHTS

In FY 23-24, Sonoma County used oil collection facilities collected over 104,000 gallon of used oil and over 49,000 oil filters. This represents a slight decrease from FY 22-23. However, collected of both oil and filters increased substantially at Spud Point Marina, as well as the Central Disposal HHW Facility. This indicates a shift away from residents using retail oil and filter drop off programs, instead relying on County-run facilities for recycling.

About 400 new oil filter drainers were distributed in FY 23-24.

HHW COST CENTER

JUSTIFICATION: MANDATED - ColWMP/Section 5.4.1.8
Provide recycling information to all County residents

WHO WORKS: Staff and Contractor (Conservation Corps North Bay North Bay)

FUNDING: HHW Cost Center

DURATION: Monthly events contracted until December, 2024

DESCRIPTION: This program accepts electronics that are defined as household hazardous waste. This program is subsidized by the State through the Electronics Recycling Act of 2003. State subsidy is based on pounds received for recycling. A contractor conducts electronic recycling events under contract with ZWS. ZWS pays for site fees and coordinates advertising.

E-WASTE RECYCLING EVENTS

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

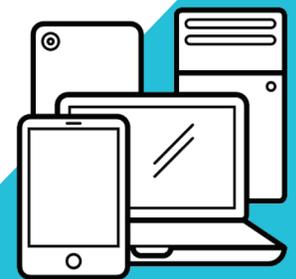
E-waste collection events have been operated by the Conservation Corps North Bay (CCNB) since 2016. CCNB now accepts e-waste at their facility in Santa Rosa in addition to these events.

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



FREE E-WASTE RECYCLING EVENT CLOVERDALE

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



zerowastesonoma.gov

POUNDS COLLECTED

JURISDICTION	POUNDS OF COVERED E-WASTE (TVS, LAPTOPS AND MONITORS)	POUNDS OF NON-COVERED E-WASTE
Cloverdale	8,781	14,034
Healdsburg	3,386	7,571
Petaluma	18,896	28,636
Rohnert Park	5,870	10,588
Santa Rosa	50,452	84,094
Sonoma	3,423	4,797
Unincorporated	9,710	13,784
Windsor	4,249	7,755
TOTAL	104,767	171,259

ENGLISH RADIO PAID ADVERTISING

RADIO	# 30-SEC. ADS
KFGY	48
KVRV	120
KSRO	72
TOTAL	240

ENGLISH NEWSPAPER PAID ADVERTISING

PRINT	# PAID ADS
Press Democrat	13
Sonoma Index Tribune	1
Petaluma Argus-Courier	1
TOTAL	15

E-WASTE COLLECTION EVENTS

JURISDICTION	# E-WASTE EVENTS	PARTICIPANTS AT E-WASTE EVENTS
Cloverdale	2	418
Healdsburg	1	175
Petaluma	2	766
Rohnert Park	1	325
Santa Rosa (including Oakmont)	3 Santa Rosa 2 Oakmont	1,883 Santa Rosa 801 Oakmont
Sonoma	1	148
Unincorporated	2	414
Windsor	1	246
TOTAL	15	5,176



RESULTS HIGHLIGHTS

5,176 participant donors participated in monthly ZWS and CCNB e-waste events.

104,767 pounds of Covered Electronic Waste (CEW) (TVs, laptops, and monitors) were collected.

171,259 pounds of Universal Waste Electronic Devices (UWED), non-covered e-waste were collected.

HHW COST CENTER

JUSTIFICATION: MANDATED - JPA
Required by regulation, contract administration/oversight (Section 5.4.1.8 of the ColWMP)

WHO WORKS: Staff and Contractor (Recology Sonoma Marin and Onsite Electronics)

FUNDING: HHW Cost Center

DURATION: Agreement for e-waste handling, transporting, and recycling with Onsite Electronics expires in June 2026.
Agreement for transportation of e-waste to the Sonoma Transfer Station with Recology Sonoma Marin expires in December 2026.

DESCRIPTION: Transport and properly dispose of electronic wastes collected at all of the County-owned disposal sites.

E-WASTE COLLECTION AT DISPOSAL SITES

REPORTING PERIOD OF CALENDAR YEAR 2023

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

POUNDS OF E-WASTE COLLECTED BY TRANSFER STATIONS

TRANSFER STATION	CEW WEIGHT (CRT + FLATSCREENS INCLUDED)	UWED WEIGHT	TOTAL WEIGHT
Annapolis Transfer Station	6,663	7,818	14,481
Central Disposal Site	256,105	279,003	535,108
Guerneville Transfer Station	38,404	43,572	81,976
Healdsburg Transfer Station	104,132	99,408	203,540
Sonoma Transfer Station	56,366	64,974	121,340
TOTAL	461,670	494,775	956,445

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

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



ACCEPTABLE ELECTRONIC DEVICES

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

UNACCEPTABLE ITEMS

- **Appliances** such as air purifiers, refrigerators, freezers, washers, dryers, stoves, ovens, water heaters, air conditioners
- **Ballasts/capacitors**
- **Batteries** other than those in electronic devices
- **Battery powered consumer products** such as power tools, toys, toothbrushes, cordless power tools
- **Contaminated electronic waste** such as medical equipment
- **Exercise/sporting equipment** (an incorporated tv screen should be recycled as e-waste)
- **Fans**
- **Gas cylinders** (propane, etc)
- **Gas powered lawn equipment**
- **Household hazardous waste** (pesticides, aerosols, cleaners)
- **Lamps and light bulbs**
- **Medical equipment** (can be accepted on a case-by-case basis)
- **Mercury containing** (thermostats, switches)
- **Miscellaneous household goods** such as Swiffers™, clocks, waffle irons, irons, sanders, staplers, lamps

- **Non-electronic items** such as CDs, VHS Tapes, DVDs, memory sticks and floppy discs
- **Radioactive devices** (including smoke detectors and exit lights)
- **Satellite dishes**
- **Small kitchen appliances**
- **Solar panels**
- **Vacuum cleaners, shop vacs**
- **Vehicle air bags**
- **Wood**, including wood-encased stereo speakers



RESULTS HIGHLIGHTS

461,670 pounds of covered e-waste was collected at all County Refuse Disposal Sites.

494,775 pounds of non-covered e-waste/universal waste electronic devices (UWED) was collected at all County Refuse Disposal Sites.

HHW COST CENTER

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

SOLAR PANEL RECYCLING EVENTS

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

This first-of-its-kind pilot project explored considerations of an aging solar panel population in our region. The pilot is being used to gather information to determine if a permanent program could and should be established in Sonoma County. The first event was held on June 16, 2023 and five more events were held in FY 23-24. Another six are scheduled for early 2025.

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

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

PANELS COLLECTED AT THE EVENTS MUST BE GENERATED BY A RESIDENT (NOT A BUSINESS) IN SONOMA COUNTY.

RESIDENTS CAN BRING A MAXIMUM OF 40 PANELS.



SOLAR PANEL COLLECTION EVENTS SUMMARY

LOCATION	EVENT DATE	# COLLECTED	# REUSED	# RECYCLED
Petaluma	7/14/23	64	8	56
Rohnert Park	9/8/23	100	20	80
Luther Burbank Center	1/12/24	104	6	98
Sonoma	4/5/24	54	4	50
Healdsburg	5/10/24	131	0	131

Reuse recipients include New Carpati Farm (20), Habitat for Humanity Restore (15), Sonoma Academy (4).



ADMIN COST CENTER

JUSTIFICATION: BOARD DIRECTED
WHO WORKS: Staff
FUNDING: Admin Cost Center
DURATION: Ongoing
DESCRIPTION: To utilize the subject matter experts on staff to influence state legislation.

POLICY OVERVIEW

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

Agency staff was active at the state capital this year, cosponsoring SB 1066 and testifying in support of AB 2346 to address problematic product disposal as well as finding solutions for jurisdictions to meet SB 1383 procurement targets.

SB 1066 - A California Senate bill that aims to establish a "producer responsibility" program for marine flares, meaning manufacturers would be required to create a system for collecting and safely disposing of expired marine flares, effectively shifting the responsibility of disposal from boaters to the companies that produce them; this is intended to address environmental concerns related to improper disposal of these pyrotechnic devices.

AB 2346 - A California Assembly Bill that aims to expand the ways local jurisdictions can meet their organic waste procurement targets by allowing them to count compost produced and procured from specific community composting operations towards their goals, essentially providing more flexibility in achieving organic waste reduction regulations; it is focused on the procurement of recovered organic waste products like compost.





THANK YOU!

