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# ZERO WASTE SONOMA WORK PLAN PROGRAM PROGRESS REPORT

REPORTING PERIOD JULY 1, 2019 - JUNE 30, 2020

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## ORGANICS COST CENTER

JUSTIFICATION:	ColWMP/Section 4.3.1.2 Reduce organics being landfilled and compost program costs.
WHO WORKS:	Staff and contractors (University of California Cooperative Extension, Soluna Outreach Services)
FUNDING:	Organics Cost Center
DURATION:	Multi-year contract (July 1, 2017-June 30, 2020)
DESCRIPTION:	To encourage home composting, ZWS entered into a multi-year contract (with two possible annual extensions) with the University of California Cooperative Extension/ Sonoma County Master Gardeners. Soluna Outreach Solutions supports Spanish language outreach activities.

## HOME COMPOSTING EDUCATION

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

Activities in this time period included the following:

Public workshops conducted in English and Spanish to teach the community how to start backyard hot piles and worm bins. Education also focused on the benefits of compost for the climate and cycling nutrients from garden to fork to garden. As a result of COVID-19, only three in-person workshops were completed, and six virtual presentations were conducted via Zoom. These recorded workshops appear on the [UCCE YouTube Channel](#) and on the [ZWS website](#).

School presentations for K-12 students with hands-on, interactive learning. Most presentations result in the establishment of a worm bin on site, and the students go on to teach other students about composting and help develop a school-wide composting program. Tabling at public events, farmer's markets, libraries, and community gatherings to engage people and answer home gardening questions. Demonstration gardens, brochures, and short demonstrations were used to facilitate discussion.



### COMPOSTING WORKSHOPS ENGLISH AND SPANISH

CITY	DATE	EVENT
Healdsburg	3/7/20	Healdsburg Labor Center <b>SPANISH EVENT</b>
Santa Rosa	10/21/19	Santa Rosa Water Department
Sonoma	9/28/19	Sonoma Garden Park
Virtual Workshop Composting	5/5/20 5/7/20 6/16/20	ZOOM Presentation ZOOM Presentation <b>SPANISH EVENT</b> ZOOM Presentation
Virtual Workshop Worms	5/8/20 5/9/20 6/17/20	ZOOM Presentation ZOOM Presentation <b>SPANISH EVENT</b> ZOOM Presentation
TOTAL		9

See University of California Cooperative Extension (UCCE) Countywide **Community Compost Education Program Annual Report**

### VERMICULTURE SCHOOL PRESENTATIONS

CITY	DATE	EVENT
Healdsburg	9/25/19	Westside School
Santa Rosa	9/10-12/19 10/17/19 12/11/19 12/16/19	Heirloom Exposition Kids Pavilion Proctor Terrace Elementary Steele Lane Elementary Steele Lane Elementary
Sebastopol	2/28/20	Parkside Elementary School
TOTAL		6



### RESULTS HIGHLIGHTS

3 in-person workshops and 6 virtual Zoom workshops conducted (English and Spanish language); 272 attendees  
23 school vermicomposting presentations at 4 different Sonoma County schools. This is 19 more presentations than the previous fiscal year. 1,723 students (K-12) reached

Educated the community at 300 other small-scale events, including libraries, farmer's markets, garden clubs, and resident homes where custom advice is given based on individual functional needs.

## ORGANICS COST CENTER

**JUSTIFICATION:** MANDATED - Required by State Legislation, SB 1383 and AB 1826. Under state law, local jurisdictions are responsible for providing outreach, education, monitoring, and reporting to CalRecycle.

**WHO WORKS:** Staff

**FUNDING:** Organics Cost Center

**DURATION:** Ongoing

**DESCRIPTION:** Currently under AB 1826, all commercial entities producing more than 4 cubic yards of solid waste (the entire generated waste stream) a week must divert organics, such as yard debris and food scraps, from the landfill by composting or otherwise. SB 1383 expands on AB 1826. Although its regulations do not go into effect until January 1, 2022, advanced planning is necessary to ensure jurisdictions can meet the State's requirements.

## MANDATORY COMMERCIAL ORGANICS RECYCLING (MORe) AB 1826 & SHORT-LIVED CLIMATE POLLUTANTS (SLCP) SB 1383

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

Activities in this time period included targeted mailings for AB 1826 using addresses provided by local waste companies (Recology Sonoma Marin, Sonoma County Resource Recovery, Sonoma Garbage Collectors). This third round of letters was sent to follow up with non-compliant entities who had not responded to two previous mailings sent earlier in 2019. Please note that compliance in 2020 may have been affected due to closures related to the pandemic.

In early 2019, staff created a working group to discuss and plan for SB 1383. Members included jurisdiction representatives, food recovery organizations, local haulers, composters, and the local enforcement agency (LEA). The group's initial purpose was to review SB 1383 draft regulations and submit public comments to the state as necessary.





As the regulations are nearly finalized in 2020, staff and legal counsel are creating a draft MOU, which is currently being discussed with jurisdiction representatives. This document will delineate responsibilities that the Agency will assume on behalf of its member jurisdictions. Staff hopes to have a signed MOU before January 1, 2022 when SB 1383 regulations become effective.

#### SB 1383 MEETINGS

DATE	MEETING DESCRIPTION
8/15/19	Staff and CalRecycle state representatives co-presented the requirements of SB 1383 to City Managers.
1/23/20	Full working group meeting to discuss division of responsibilities for SB 1383 compliance.
3/9/20	Agency meeting with haulers, composters, and transfer station operators.
4/20/20	Agency meeting with food recovery organizations and the Local Enforcement Agency (LEA).
4/30/20	Agency meeting with jurisdictions representatives.

#### AB 1826 OUTREACH LETTERS AND COMPLIANCE NUMBERS

JURISDICTION	# LETTERS SENT	COMPLIANT OR EXEMPT 1/31/20	COMPLIANT OR EXEMPT 8/31/20
Cloverdale	23	73.6%	80.9%
Cotati	16	84.7%	89.5%
Healdsburg	32	77.5%	78.2%
Petaluma	196	72.0%	69.6%
Rohnert Park	80	76.6%	75.4%
Santa Rosa	325	72.4%	76.9%
Sebastopol	16	81.0%	85.3%
Sonoma	40	90.0%	99.1%
Unincorporated	208	76.0%	78.9%
Windsor	22	80.6%	71.7%
<b>TOTAL</b>	<b>958</b>	<b>78.4%</b>	<b>80.5%</b>



#### RESULTS HIGHLIGHTS

Despite a slight dip due to the pandemic, compliance with AB 1826 has increased Countywide between 7/31/2019 and 8/31/2020, from 78% to 81% .

958 letters were mailed by ZWS to commercial entities.

Staff have held five meetings to discuss and plan for SB 1383 compliance. A draft MOU is currently being developed between the Agency and its member jurisdictions.

## EDUCATION COST CENTER

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

**WHO WORKS:** BOARD DIRECTED Beverage Container Recycling (Grant funded) 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 AUGUST 1, 2019 TO JULY 31, 2020

Activities in this reporting period included soliciting requests from entities (businesses, schools, multifamily dwellings, and government) requiring new or additional infrastructure to support their diversion programs. ZWS is required to report AB 341 compliance numbers for all jurisdictions on an annual basis, but staff tracked compliance on a quarterly basis along with AB 1826.

Recycling containers styles specified by eligible recipients, were procured by ZWS staff funded with CalRecycle City/County Annual Payment grant funding.

Grant funding also reimbursed ZWS staff time, a summer program intern, and litter cleanup supplies. Allotted grant funds for Grant Cycle 17/18 were fully expended in FY 19-20.



### CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE FY 18/19

TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL	TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL
ELEMENTARY SCHOOL BINS	\$2,405.52	1.7%	BUSINESS BINS	\$537.98	.4%
MIDDLE SCHOOL BINS	\$313.72	.2%	EVENT VENUE BINS	\$125.00	.1%
COLLEGE/UNIVERSITY BINS	\$14,689.54	10.5%	TOTAL SPENT	\$18,071.76	12.9%
			TOTAL AVAILABLE	\$139,896.00	87.1%

**AB 341 COMPLIANCE**

(Tally completed on August 24, 2020 for commercial and multifamily dwellings)

JURISDICTION	COMPLIANT COMMERCIAL ACCOUNTS 8/1/20	COMPLIANT MULTIFAMILY DWELLING ACCOUNTS 8/1/20
Cloverdale	89.4%	100%
Cotati	94%	93.3%
Healdsburg	94.9%	95%
Petaluma	95.4%	81.3%
Rohnert Park	91.5%	93.3%
Santa Rosa	94.3%	91.4%
Sebastopol	94.1%	92.3%
Sonoma	100%	100%
Unincorporated	94%	87.5%
Windsor	91.7%	90.6%
<b>AVERAGE</b>	<b>93.9%</b>	<b>92.5%</b>

**CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE 17/18**

TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL
Public Parks / Recreational Areas	\$52,264.91	37.3%
Recycling Bins	\$24,659.50	17.6%
Government / Office Buildings	\$9,247.22	6.6%
Entertainment Venues	\$25,059.18	17.9%
Litter Cleanup Events	\$1,137.57	0.8%
Litter Cleanup Equipment	\$2,196.36	1.6%
Elementary Schools	\$183.35	0.1%
Middle Schools	\$1,740.89	1.2%
College / Universities	\$2,014.30	1.4%
Public Recycling Education	\$382.38	0.3%
Nonprofit	\$3,216.64	2.3%
Contractor / Consultant	\$1,316.34	0.9%
Training / Conference	\$3,318.24	2.4%
Staff Time	\$13,289.12	9.5%
<b>TOTAL</b>	<b>\$140,026.00</b>	<b>100%</b>

**RESULTS HIGHLIGHTS**

Approximately \$42,721.76 of the CalRecycle City/County Annual Payment grant funding spent (Grant Cycle 18/19)

\$140,026 CalRecycle City/County Annual Payment grant funding spent in FY 18/19 – 19/20 (Grant Cycle 17/18)

93.9% of all commercial entities and 92.5% of all multi-family dwellings in Sonoma County are compliant with AB 341

## EDUCATION COST CENTER

**JUSTIFICATION:** BOARD DIRECTED  
**WHO WORKS:** Staff and  
**FUNDING:** Education Cost Center  
**DURATION:** On-going  
**DESCRIPTION:** On February 19, 2014, the ten Sonoma County jurisdictions passed Ordinance No. 2014-2 Establishing a Waste Reduction Program for Carryout Bags and a related administrative penalties ordinance.

## CARRYOUT BAGS ORDINANCE

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

The countywide Zero Waste Sonoma Carryout Bags Ordinance 2014-2, effective September 1, 2014, prohibits grocery stores and retail establishments from providing customers with single-use plastic carryout bags at point-of-sale or checkout. In addition, the ordinance requires a minimum 10¢ charge on all compliant recycled paper bags.

As a result of COVID-19, on April 23, 2020, Governor Newsom issued Executive Order N-54-20 which included a 60-day suspension of California's plastic bag ban, including charging for single-use paper bags. The local ordinance was temporarily postponed so that store operators could adhere to the Order administered by the Sonoma County Health Officer prohibiting reusable bags.

Starting June 18, 2020, under an updated Order of the Sonoma County Health Officer, establishments may once again allow reusable bags, but customers are required to bag their own purchases. To further limit unnecessary exposure to employees, it is



recommended that customers leave their bags inside a cart or basket, and refrain from placing personal bags onto high-touch surfaces such as checkout counters and conveyor belts. If possible, it is also recommended to wash bags in between uses.

Zero Waste Sonoma has not made any changes to the existing Carryout Bags Ordinance and retailers who have temporarily waived required bag charges must reinstate the charges and may allow customers to use their personal reusable bags while adhering to safety protocols.



## RESULTS HIGHLIGHTS

Coordinated with the Sonoma County Department of Health Services on message to retailers in order to safely reintroduce customers' reusable bags.

Created four new educational materials available to download via our website

Contacted the California Grocers Association and Sonoma County grocery stores to explain Carryout Bag ordinance expectations during COVID-19.

Few smaller stores are continuing to prohibit personal reusable bags in store, which is acceptable under the Order of the Health Officer C19-15: Stay Well Sonoma County issued June 17, 2020



## EDUCATION COST CENTER

**JUSTIFICATION:** BOARD DIRECTED  
**WHO WORKS:** Staff and  
**FUNDING:** Education Cost Center  
**DURATION:** On-going  
**DESCRIPTION:** On September 19, 2018, the Zero Waste Sonoma Board of Directors adopted the Polystyrene and Disposable Food Service Ware Model Ordinance. Since then, the Agency has been working toward unanimous adoption throughout all jurisdictions.

## DISPOSABLE FOODWARE ORDINANCE


REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

City Councils from many jurisdictions were presented the ordinance in 2019 and 2020, and some are expected to delay ordinance readings until 2021 due to COVID-19. For those jurisdictions that have adopted the ordinance, enforcement will begin as scheduled, but understanding the significant impacts of the pandemic particularly to restaurants, the focus will be on technical assistance first and foremost. Following adoption, businesses will have a grace period to sell or use their existing stock of disposable food service ware and polystyrene foam products.



## AB 341 COMPLIANCE


JURISDICTION	ORDINANCE UPDATE
Cloverdale	<b>Adopted February 12, 2020</b>
Cotati	2nd reading expected Fall 2020
Healdsburg	<b>Adopted December 16, 2019</b>
Petaluma	<b>Adopted Polystyrene Foam ban in November, 2019;</b> Presentation of the Disposable Food Service Ware portion of the ordinance expected early 2021
Rohnert Park	Presentation possible fall 2020
Santa Rosa	2nd presentation to Climate Action Committee expected fall 2020; Council presentation expected late 2020
Sebastopol	<b>Adopted March 19, 2019; Effective November 25, 2019</b>
Sonoma	Presentation January 13; 1st reading expected fall 2020
Unincorporated	1st reading expected late 2020
Windsor	<b>Adopted February 5, 2020</b>



**MODEL ORDINANCE Disposable food service ware and polystyrene foam ban**


Jurisdictions in Sonoma County have implemented or are considering a model ordinance, called the Ordinance to Prohibit Use and Sale of Disposable Food Service Ware and Other Products Containing Polystyrene Foam, to ban the sale of certain polystyrene foam products and limit the use of non-recyclable or non-compostable disposable food ware.

**REUSABLE IS BEST**




Food service providers are encouraged to provide and incentivise reusables for their customers

**RECYCLABLE IS GREAT**



Single-use food ware must be compostable or recyclable through Sonoma County's commercial collection programs


**POLYSTYRENE FOAM IS GOING AWAY**



Retailers cannot sell or distribute polystyrene foam items including:

- Disposable polystyrene foam food service ware
- Polystyrene foam peanuts and packaging
- Coolers

**FIBER COMPOSTABLE IS GREAT**



**Timeline for adoption early 2020:** The proposed model ordinance is being considered for adoption individually by every jurisdiction in Sonoma County. Jurisdictions may approve changes to the model ordinance. Please confirm specific requirements within your jurisdiction.

MORE INFO: [ZEROWASTESONOMA.GOV/DISPOSABLE](http://ZEROWASTESONOMA.GOV/DISPOSABLE) UPDATED MARCH, 2020



### RESULTS HIGHLIGHTS

- Developed a Quick Reference Guide reflecting “Reusable is Best / recyclable & Fiber Compostables are Great / Polystyrene is Going Away” messaging
- Developed compliant food service ware product supplier list
- Developed alternative product guide for non-food and beverage providers
- Mailed notification letters to potentially affected businesses in Cloverdale, Healdsburg, Sonoma, Cotati
- Attended Chamber of Commerce meetings in Petaluma, Windsor and Sonoma

## EDUCATION COST CENTER

<b>JUSTIFICATION:</b>	MANDATED – JPA Provide recycling information in Spanish (Section 4.7.3.4 of the ColWMP).
<b>WHO WORKS:</b>	Contractor (Soluna Outreach Services)
<b>FUNDING:</b>	Education Cost Center and CalRecycle Used Oil Payment Program (OPP)
<b>DURATION:</b>	Multi-year contract (July 1, 2017 - June 30, 2020)
<b>DESCRIPTION:</b>	Soluna Outreach Services uses a multi-media advertising approach including radio advertising and person-to-person outreach at events.

## SPANISH LANGUAGE OUTREACH

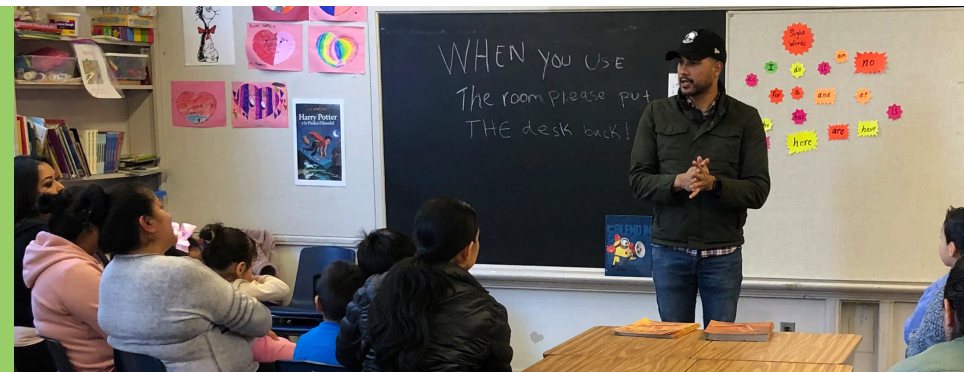
REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

Until COVID-19 curtailed person-to-person outreach, activities in this reporting period included radio, print, in-person community presentations, targeted community events, and in-person outreach at Labor Centers. Spanish print ads were placed to reinforce ZWS rebranding efforts.

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

### SAMPLING OF TARGETED SPANISH LANGUAGE EVENTS

- Back to School Health Fair
- Agricultural Community Events
- La Guelaguetza
- Mochilazo at Bayer Farm
- Mexican Independence Day Celebration at Luther Burbank Center
- Dia de los Muertos Petaluma and Bination-al Health Week
- Annual Migrant Ed Parent Leadership Institute
- First Annual Latino Event of Rohnert Park



## SPANISH LANGUAGE OUTREACH SUMMARY

TYPE OF OUTREACH	NOTES
In-person business visits	<b>119</b> in-person visits were made to Hispanic businesses, including distributing ZWS Holiday Calendars and providing applicable businesses with Disposable Foodware Model Ordinance information.
Radio	<b>260</b> 30-sec radio spots on Radio Lazer 107.1FM on various topics (HHW, Zero Waste, Composting) <b>6</b> Poder de Sabe Program: Promoted recycling programs during broadcast
Print ads	El Superior News ZWS print ad in monthly publication (November 2019 - April 2019) Impulso News print ad in monthly publication (November 2019 - April 2019)
Community presentations	<b>1</b> Annual Migrant Ed Parent Leadership Institute <b>BILINGUAL PRESENTATION</b> <b>4</b> Avance Program Presentation <b>BILINGUAL PRESENTATIONS</b> <b>1</b> HeadsStart Program Presentation <b>BILINGUAL PRESENTATION</b> <b>18</b> Pasitos Program Presentation <b>BILINGUAL PRESENTATIONS</b>  Avance, Pasitos, and HeadStart programs are coordinated by Community Action Partnership Sonoma County.  These presentations were directed to the parents that participate in these programs. Both programs attract different groups of parents every year.
Community Events - Targeted Spanish language	<b>75</b> Conducted general education at a number of events. Events usually combined general ZWS topics.
Labor Centers	<b>15</b> in-person labor center visits. Provided general zero waste information to patrons of the Graton, Healdsburg, and Fulton Labor Centers

## ANNUAL SPANISH LANGUAGE BUSINESS VISITS

JURISDICTION	# VISITS
Cloverdale	8
Cotati	3
Healdsburg	12
Petaluma	16
Rohnert Park	11
Santa Rosa	34
Sebastopol	4
Sonoma	17
Unincorporated	3
Windsor	11
<b>TOTAL</b>	<b>119</b>

## RESULTS HIGHLIGHTS

**119 Spanish business visits in 2019 distributing 1,000 holiday pocket calendars and Disposable Foodware Model Ordinance information.**

**Targeted advertising conducted mainly through radio, print, in-person community presentations, targeted community events, and through Labor Centers.**

## EDUCATION COST CENTER

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

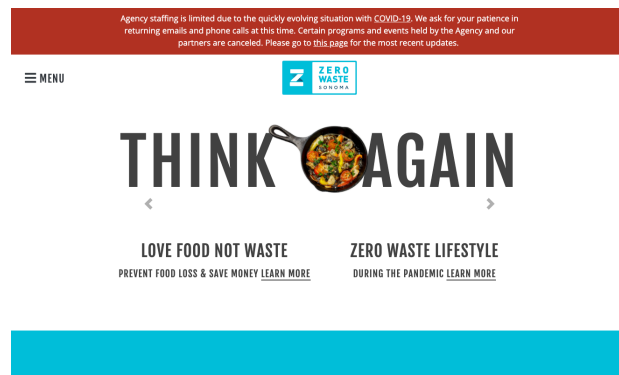
**WHO WORKS:** Staff and Contractor (The Engine is Red)

**FUNDING:** Education Cost Center

**DURATION:** Ongoing

**DESCRIPTION:** Historically, staff has maintained a comprehensive website, zerowaste-sonoma.gov featuring solid waste topics including HHW, reduce, reuse, and recycling.

In 2017, Google analytics data showed that 51% of users accessed the website from a mobile phone or tablet device. In order to make the website compatible with mobile devices users and to support ZWS rebranding, a new website was launched in April, 2019.

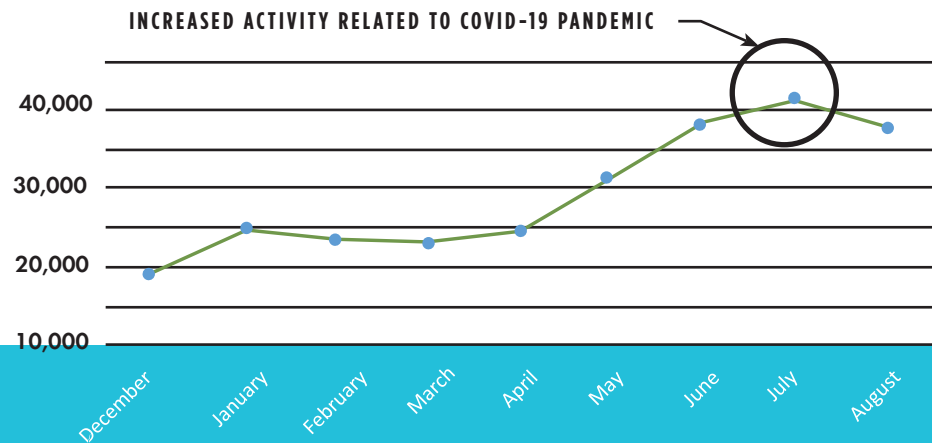


## WEBSITE ZEROWASTESONOMA.GOV

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

In response to COVID-19, a page was added to the website providing service updates. One major functionality improvement was the addition of language translation with 10 languages selected by County demographics. To encourage zero waste, pages were added to the website for lifestyle during the pandemic, home composting videos, and food loss prevention information.

Website usage tallies were generated by Google Analytics, spanning the old and new website platforms.





### # OF VISITORS PER JURISDICTION

JURISDICTION	# VISITORS
Santa Rosa	19,661
Petaluma	7,340
Windsor	5,268
Sebastopol	5,158
Rohnert Park	3,504
Sonoma	3,459
Unincorporated	1,889
Healdsburg	1,735
Cloverdale	1,272
Cotati	752
<b>TOTAL</b>	<b>48,303</b>

### WEBSITE USAGE

TOPICS	
Total number of visitors	79,589
Sessions	112,377
# sessions per user	1.41
New visitors	78,772 or 82.2%
Returning visitors	17,039 or 17.8%
Page views	309,753
Pages/session	2.76
Average session (min)	2.05
Bounce rate	55%

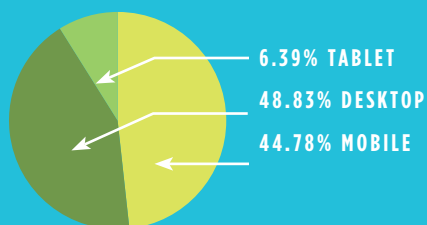
### TOP TOPICS

PAGE	VISITORS
Home page	37,284
Disposal Site Fee Schedules	17,989
Search function	17,880
Household Hazardous Waste Facility page	15,640
Electronics page	6,880
Household Hazardous Waste Collection Events	6,487
Calendar of events general	6,361
Common household hazardous waste product examples	5,465
Calendar of ewaste events	5,203

### ENGAGEMENTS

SESSIONS DURATION	SESSIONS	PAGEVIEWS
0-10 seconds	64,639	67,522
11-30 seconds	7,319	17,200
31-60 seconds	7,581	21,600
61-180 seconds	14,526	57,873
181-600 seconds	12,201	77,396
601-1800 seconds	5,199	44,139
1801+ seconds	912	24,023

### OVERALL DEVICE USERS



### RESULTS HIGHLIGHTS

79,589 visitors overall; 48,303 visitors within Sonoma County. Increased usage of the website followed the onset of the pandemic.

Engagement on the website was good with 26,727 sessions engaging with the pages for 61-600 seconds.

Most website visitors reside in Santa Rosa, Petaluma, and Windsor, respectively

The home page, disposal site fee schedule, and search function were the most visited pages, respectively

## EDUCATION COST CENTER

**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:** On-going

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

## RECYCLE GUIDE (ENGLISH AND SPANISH)

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

The Guide was rebranded from “Recycle Guide” to “Zero Waste Guide” to better reflect the agency’s mission. The interior pages of the Guide were also redesigned to match ZWS branding. The annual Guide theme was “Compost for the Climate.”

Due to the disruption caused by COVID-19, the printing and distribution of the Guide which normally occurs on Earth Day April 22 was postponed until fall 2020. In response to reduced demand for the paper Guide which occurred prior to the pandemic, staff planned to reduce the number of printed copies by 22% to 33,000 total, English and Spanish versions. A half-quantity, 16,875 total Guides, were printed in 2020.

### BUSINESS LAWS

#### SB 1383 SHORT-LEIVED CLIMATE POLLUTANTS

APPLIES TO ALL COMMERCIAL ENTITIES INCLUDING FOR-PROFIT AND NON-PROFIT ORGANIZATIONS, PUBLIC AND PRIVATE SCHOOLS, GOVERNMENT BUILDINGS, AND MULTIFAMILY RESIDENTIAL DWELLINGS



Signed into law by Governor Brown in 2016, SB 1383 mandates statewide actions to reduce greenhouse gas emissions and air pollution. The bill establishes two main targets:

**BY 2020**  
Reduce disposal of organic materials in landfills by 50% from the 2014 level.

BY DATE

#### AB 341 MANDATORY COMMERCIAL RECYCLING

APPLIES TO ALL COMMERCIAL ENTITIES AND ESTABLISHMENTS THAT PRODUCE 4 CUBIC YARDS OR MORE OF COMMERCIAL SOLID WASTE PER WEEK. THIS INCLUDES FOR-PROFIT AND NON-PROFIT ORGANIZATIONS, PUBLIC AND PRIVATE SCHOOLS, GOVERNMENT BUILDINGS, AND MULTIFAMILY RESIDENTIAL DWELLINGS WITH 5 OR MORE UNITS.

Signed into law by Governor Brown in 2011, AB 341 mandates commercial entities that meet the 4 cubic yard threshold to divert recyclables from the landfill.

RECYCLING INCLUDES CARDBOARD, PAPER, PLASTIC, GLASS, AND METALS

##### HOW TO COMPLY

- Businesses can do any combination of the following:
- Self-haul to a recycling facility.
- Sign up to have your recyclables picked up by your local hauler. SEE CURBSIDE SERVICES PAGE 6
- Make other arrangements for the pickup of recyclable materials.

FOR ALL COMMERCIAL ENTITIES, INCLUDING SCHOOLS AND NON-PROFITS

FREE RESOURCES  
WASTE AUDITS AND PRESENTATIONS  
DESK-SIZE AND COUNTER AREA RECYCLING BINS  
CALL 565-1730 FOR MORE INFORMATION



#### AB 1826 MANDATORY ORGANICS RECYCLING

APPLIES TO ALL COMMERCIAL ENTITIES AND ESTABLISHMENTS THAT PRODUCE 4 CUBIC YARDS OR MORE OF COMMERCIAL SOLID WASTE PER WEEK. THIS INCLUDES FOR-PROFIT AND NON-PROFIT ORGANIZATIONS, PUBLIC AND PRIVATE SCHOOLS, GOVERNMENT BUILDINGS, AND MULTIFAMILY RESIDENTIAL DWELLINGS WITH 5 OR MORE UNITS.

#### DISPOSABLE FOOD SERVICE WARE AND POLYSTYRENE FOAM BAN MODEL ORDINANCE

APPLIES TO FOOD/BEVERAGE PROVIDERS, RETAILERS, SPECIAL EVENT PROMOTERS, GOVERNMENT ENTITIES, CONTRACTORS, AND LESSEES

Jurisdictions in Sonoma County have implemented or are considering a model ordinance to ban the sale of certain polystyrene foam products and limit the use of non-recyclable or non-compostable disposable food ware. Please confirm specific requirements within your jurisdiction.

##### ABOUT THE MODEL ORDINANCE

- Prohibits polystyrene foam food ware distributed by food and beverage providers.
- Prohibits polystyrene foam food ware and specified polystyrene foam products sold by retail stores.
- Requires food/beverage providers and special events to use compostable or recyclable single-use food service ware.
- Requires food/beverage providers to provide single-use straws, lids, cutlery, and to-go condiment packages only upon request.
- Encourages use of reusables.

POLYSTYRENE FOAM IS GOING AWAY



#### ORDINANCE NO. 2014-2 WASTE REDUCTION PROGRAM FOR CARRYOUT BAGS ORDINANCE

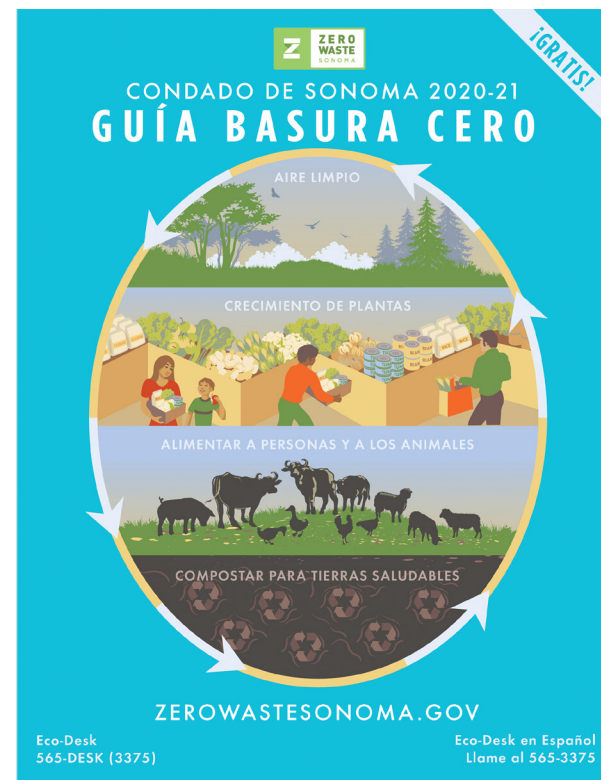
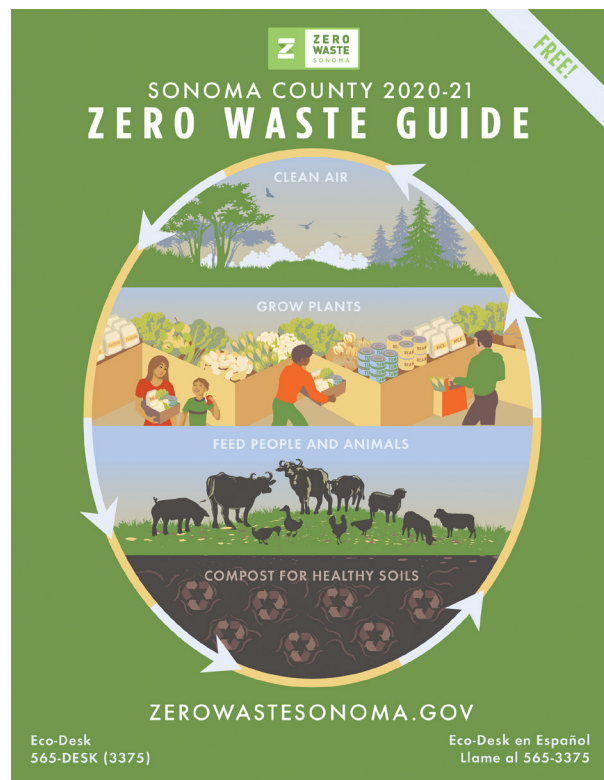
APPLIES TO ALL GROCERY STORES AND RETAIL ESTABLISHMENTS



- Prohibits all single-use plastic carryout bags (point-of-sale or checkout).
- Requires a minimum 10¢ charge on all compliant recycled paper bags.
- Charge must be displayed separately on customer receipt.
- Encourages use of reusables.

## CONTENT INSIDE THE GUIDE

- What is Zero Waste
- Compost for the Climate
- Household Hazardous Waste (HHW) Disposal
- Curbside Services
- County Refuse Disposal Sites
- Zero Waste Lifestyle
- Used Motor Oil and Filter Recycling
- Business Laws
- Drop-off Recycling
- A-Z: Construction and Demolition
- A-Z: Electronics (E-waste)
- A-Z Fluorescent lamps
- A-Z Mattresses
- A-Z Medications
- A-Z Paint
- A-Z Sharps
- Free E-waste and Mattress Recycling Events



## # OF PRINTED GUIDES

VERSION	GUIDES PRINTED
ENGLISH	11,250
SPANISH	5,625
TOTAL	16,875

## RESULTS HIGHLIGHTS

**16,875 Guides were printed in 2020**

The interior pages of the Zero Waste Guide were redesigned to reflect ZWS rebranding

## EDUCATION COST CENTER

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

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

**FUNDING:** Education Cost Center

**DURATION:** On-going

**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.

### MAILBOX ENGLISH JULY 1, 2019 - JUNE 30, 2020

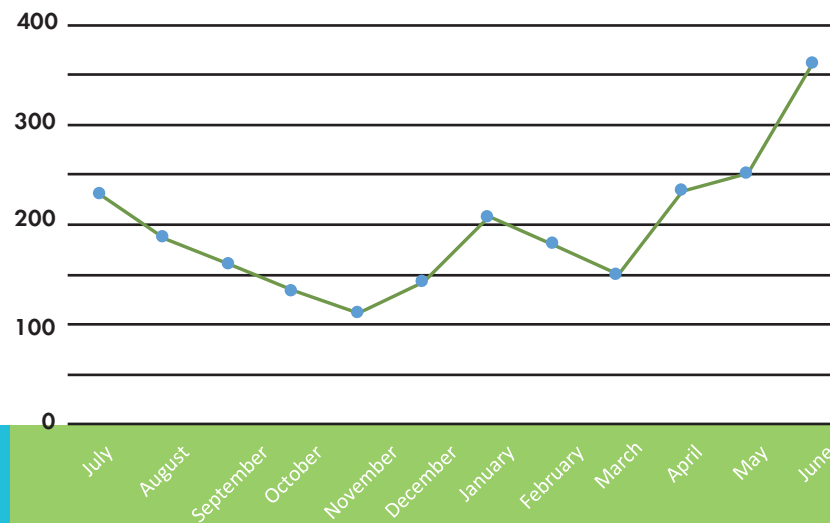
MAILBOX	# ENGLISH CALLS
MAIN X3577	832
GENERAL X4589	467
HHW X4586	435
WEBSITE (ZWS & RECYCLENOW)	391
GUIDE X4588	107
MOTOR OIL X4587	75
DIRECT TO STAFF	29
XMAS TREE SEASONAL MAILBOX	11
<b>TOTAL</b>	<b>2,347</b>

## ECO-DESK (ENGLISH AND SPANISH)

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

At the end of this reporting period, staff began tracking Eco-Desk calls in an Access database. As a result of COVID-19, the Eco-Desk became a call back only service as staff is no longer working in the office and able to answer calls as they come in.

### ENGLISH ECO-DESK CALLS PER MONTH



**2,347 ENGLISH CALLS IN FY 19-20**

## NUMBER OF ECO-DESK CALLS HISTORICALLY BY CALENDAR YEAR

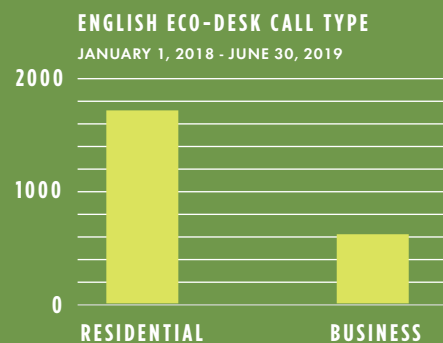
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	JAN-JUNE 2019	FY 19-20
English Calls	2,057	1,812	1,822	1,585	1,759	2,149	1,712	1,307	1,216	1,998	1,426	2,263	1,001	2,347
Spanish Calls	128	155	143	150	105	104	83	49	30	20	47	19	10	9

## CALLS BY JURISDICTION ENGLISH JULY 1, 2019 - JUNE 30, 2020

JURISDICTION	# ENGLISH CALLS
Unknown or out-of-county (includes website inquiries)	1,655
Santa Rosa	311
Unincorporated	98
Sebastopol	66
Petaluma	49
Sonoma	42
Healdsburg	40
Windsor	38
Rohnert Park	26
Cloverdale	12
Cotati	10
<b>TOTAL</b>	<b>2,347</b>

## TOPIC ENGLISH JULY 1, 2019 - JUNE 30, 2020

TOPIC	# ENGLISH CALLS
Household Hazardous Waste (HHW)	659
Recycling	426
Disposal	137
Hauler billing or service	77
Composting	59
Other	26
Ordinance	12
<b>TOTAL</b>	<b>1,396</b>



## RESULTS HIGHLIGHTS

2,347 English language Eco-Desk calls were answered in FY 19-20

English Eco-Desk call volume increased by 4% from 2018 to FY 19-20

Spanish Eco-Desk call volume remained low, 9 calls received in FY 19-20

The most frequently asked questions related to household hazardous waste and recycling, respectively

Santa Rosa and the unincorporated area, respectively, generated the most inquiries



## EDUCATION COST CENTER

JUSTIFICATION:	MANDATED – JPA (Section 4.7.2.9 of the ColWMP)
WHO WORKS:	Staff and Contractor (Soluna Outreach Services for Spanish language and UCCE for Home Composting)
FUNDING:	Education Cost Center
DURATION:	On-going
DESCRIPTION:	Participation in events provides an opportunity to reach people at their convenience.

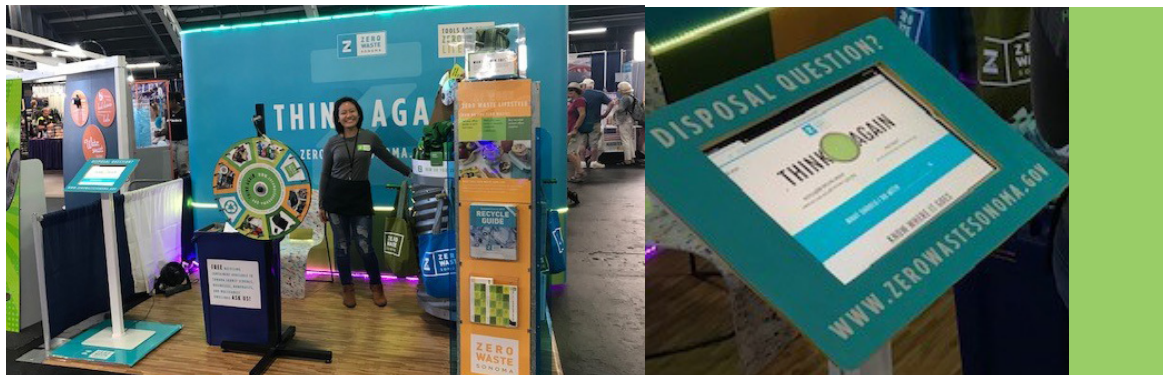
## FAIRS

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

Before COVID-19 curtailed in-person outreach events, ZWS participated in one-day and multiple-day outreach events, English and Spanish language. For multi-day events such as the Cloverdale Citrus Fair and the Sonoma County Fair, the exhibit theme was Zero Waste - Tools for a Zero Waste Lifestyle.

Existing ZWS display pieces were refurbished to showcase zero waste lifestyle merchandise (reusable bags, cutlery sets, and to-go lunch containers). To support rebranding and website awareness, an iPad display was added.

After the pandemic made it necessary to switch social distance outreach, Agency staff and contractors organized 10 virtual 1-hour long webinars. These workshops on topics such as solid waste, composting and used motor oil recycling were advertised through the ZWS e-newsletters. Overall, an estimated 324 people participated in these online events which was remarkable considering the new venue format and technology. Recordings of workshops permanently exist for reference on the ZWS website and YouTube Channel.



YOU ARE INVITED TO JOIN A WEBINAR  
APRIL 29, 2020 11A-12P



IMPACTS TO SONOMA COUNTY'S  
SOLID WASTE MANAGEMENT SYSTEM

## SAMPLING OF EVENTS

- 11th Annual South Park Day & Festival
- 12th Annual Lake Sonoma Steelhead Festival
- 25th Annual Cloverdale Car and Motorcycle Show
- Agricultural Community Events Farmer Markets
- Climate Action Night at Santa Rosa Junior College
- Cloverdale Citrus Fair
- Compost and Vermicompost Workshops (In-person and virtual)
- Cotati Shop & Stroll
- DMV Outreach
- Earth Day Event Santa Rosa
- Environmental Action Tabling Day at SRJC
- E-waste events
- Family Fun Day at Healdsburg Ridge
- First Annual Latino Event of Rohnert Park
- Graton Resort & Casino's spectacular Wellness Fair
- HeadsStart Program Presentation
- Healdsburg Business Showcase & Community Resource Fair
- Heirloom Exposition Compost Critters Hands On Table
- Household Hazardous Waste Collection Events
- Mattress Collection Event
- Mexican Independence Day Celebration
- One Planet Youth Summit
- Pasitos Program Presentation to parents (Community Action Partnership)
- Poder de Sabe Program
- ReFuel Your Fun Propane Exchange Event
- Santa Rosa Wednesday Night Market
- Seven Flags Mobile Home Park Recycling Presentation
- Sonoma County Fair
- Zero Waste North Bay Symposium

## IN-PERSON EVENTS COMPLETED BY JURISDICTION

JURISDICTION	# EVENTS	# EVENT DAYS	# HOURS OUTREACH	ESTIMATED PARTICIPATION
Cloverdale	9	16	44.5	1,643
Cotati	1	1	6	100
Healdsburg	18	19	46	1,271
Petaluma	22	28	89	2,651
Rohnert Park	12	16	57.5	9,965
Santa Rosa	84	96	369.5	65,581
Sebastopol	6	8	31	800
Sonoma	16	21	59.5	2,063
Unincorporated	27	31	78.25	5,854
Windsor	10	12	33	1,048
Virtual Events	10	10	10	324
<b>TOTAL</b>	<b>215</b>	<b>258</b>	<b>824.25</b>	<b>91,300</b>



## RESULTS HIGHLIGHTS

42 in-person outreach events were cancelled due to COVID-19. As substitutions, 10 virtual events were completed with an estimated participation of 324

215 outreach/education events completed

258 outreach/education event days completed

824.25 outreach/education hours completed with an estimated participation of 91,300

## EDUCATION COST CENTER

**JUSTIFICATION:** BOARD DIRECTED  
**WHO WORKS:** Staff  
**FUNDING:** Education Cost Center  
**DURATION:** On-going  
**DESCRIPTION:** Manage on-line marketing options for ZWS topics using services such as Twitter, Facebook, NextDoor and Instagram

## SOCIAL MEDIA ON-LINE MARKETING OUTREACH

REPORTING PERIOD JANUARY 1, 2018 TO JUNE 30, 2019

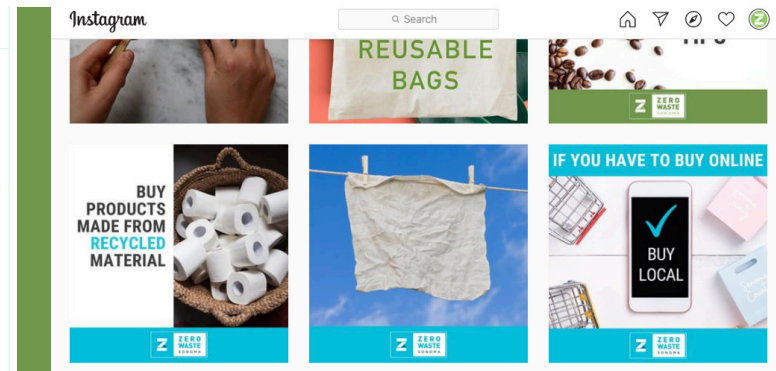
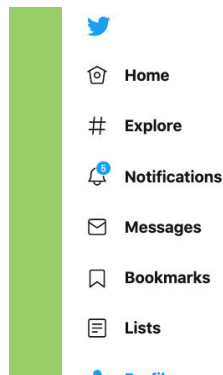
New social media LinkedIn, MailChimp e-newsletter, and YouTube Channel platforms added. In addition, existing Facebook, Twitter, and Intragram social media accounts were maintained.

After E-waste and mattress recycling events were cancelled due to COVID-19, advertising funds were repurposed for a digital marketing campaign conducted in partnership with the Bay Area Recycling Outreach Coordinators (BayROC) "Love Food, Not Waste" food loss prevention campaign. BayROC is a regional coalition that develops annual media campaigns for solid waste reduction, covering 9 Bay Area counties.

Facebook Insights provided analytical data.

### INSTAGRAM STATISTICS

KEY METRICS	JULY 1, 2019	JUNE 30, 2020	% CHANGE
Lifetime total likes	<b>434</b>	<b>706</b>	<b>63% increase</b>



## FACEBOOK STATISTICS

KEY METRICS	JULY 1, 2019	JUNE 30, 2020	% CHANGE	NOTES
Lifetime total likes	<b>3,084</b>	<b>3,241</b>	<b>5% increase</b>	Lifetime: The total number of people who have liked your Page. (Unique Users)
Average daily total reach 7/1/19 -6/30/20	<b>205</b>			Daily: The number of people who had any content from the Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page (Unique Users)

## TWITTER STATISTICS

KEY METRICS	JULY 1, 2019	JUNE 30, 2020	% CHANGE
Lifetime total likes	<b>350</b>	<b>363</b>	<b>4% increase</b>

## LINKEDIN STATISTICS

KEY METRICS	JULY 1, 2019	JUNE 30, 2020	% CHANGE
Lifetime total likes	<b>N/A</b>	<b>32</b>	<b>N/A</b>

### Household Hazardous Waste Collection Event



**Tuesday, 4P - 8P** BY APPOINTMENT



**REDUCE  
FOOD  
WASTE**



## RESULTS HIGHLIGHTS

5% increase Facebook following in FY 19-20; 63% increase Instagram following in FY 19-20; 4% increase Twitter following in FY 19-20

New LinkedIn and YouTube Channel platforms added

As a result of COVID-19, print advertising pivoted to digital for theme "Love Food, Not Waste" campaign. Digital ads branded with ZWS logo resulted in a strong engagement campaign. Overall 103,177 impressions served (100k ordered) and a total engagement rate of 0.71% click-through-rate (CTR), which is over 10xs the national average for display ads. Click-through-rate (CTR) shows how often people click an ad after it's shown to them, an ad effectiveness measurement. An average display CTR is 0.35%, though CTRs vary by industry.



## HHW COST CENTER

**JUSTIFICATION:** MANDATED – JPA Comply with regulations, contract administration/oversight (Section 5.3 of the ColW-MP)

**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 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.

## HOUSEHOLD HAZARDOUS WASTE (HHW) PROGRAM

REPORTING PERIOD JUNE 1, 2019 TO JUNE 30, 2020

The HHW program is comprised of the permanent collection facility at Central Disposal site and related mobile collections. The HazMobile, a partnership with Mendocino County, serves the unincorporated area in the north county.

COVID-19 staff safety protocols were incorporated into operations and many of our services were limited during the COVID shut downs. Demonstrating the need for these services, in this reporting period, total collected pounds in FY 19-20 through the HHW programs increased a record 57% from the pounds collected the previous fiscal year despite the COVID-19 closures.

### PARTICIPANTS COMPARISON PER PROGRAM PER FY

HHW PROGRAM	FACILITY	VSQG	EVENTS	ROVER	REUSE
Participants FY 19-20	17,407	188	1,246	95	N/A
Participants FY 18-19	17,879	239	1,492	77	N/A
Participants FY 17-18	17,134	242	2,693	73	N/A
<b>TOTAL</b>	<b>35,013</b>	<b>481</b>	<b>4,185</b>	<b>150</b>	<b>N/A</b>





## HHW EVENTS INCLUDING HAZMOBILE EVENTS

(Number of events were cancelled due to fires and COVID-19)

JURISDICTION	# HHW AND HAZMOBILE EVENTS	PARTICIPANTS	AVERAGE PARTICIPANTS PER EVENT
Cloverdale	3	82	27
Cotati	0	0	0
Healdsburg	2	72	36
Petaluma	2	68	34
Rohnert Park	3	82	27
Santa Rosa	12	578	48
Sebastopol	2	102	51
Sonoma	3	153	51
Unincorporated area	6 HHW Events 4 HazMobile	225 HHW Events 481 HazMobile	38 HHW Events 120 HazMobile
Windsor	2	118	59
<b>TOTAL</b>	<b>39</b>	<b>1,961</b>	<b>50</b>

## POUNDS OF WASTE COLLECTED

PROGRAM	POUNDS
<b>FACILITY</b>	<b>1,757,978</b>
<b>VSQG</b>	<b>30,623</b>
<b>EVENTS</b>	<b>90,355</b>
<b>ROVER</b>	<b>15,812</b>
<b>REUSE</b>	<b>102,544</b>
<b>TOTAL</b>	<b>1,997,312</b>

## RESULTS HIGHLIGHTS

Total collected pounds in FY 19-20 through the HHW programs increased a record 57% from the pounds collected the previous fiscal year. 1,997,312 pounds of HHW collected in FY 19-20.

35 HHW Collection Events and 4 HazMobile Events were held

1,961 participants in HHW Collection and HazMobile Collection events with an average of 50 participants per event.

The PaintCare program has saved ZWS \$251,034 or about \$20,920 per month

## COVID-19 RULES REGLAS COVID-19 QUE DEBE SEGUIR

**FOLLOW THESE RULES FOR THE SAFETY OF OUR STAFF:**  
SIGA ESTAS REGLAS PARA LA SEGURIDAD DE NUESTRO PERSONAL:



**Remain in vehicle at all times.**  
Permanezca en su vehículo en todo momento.



**Wear a mask while in your vehicle.**  
Use el tapabocas mientras esté en su vehículo.



**Material must be in unlocked trunk. Staff will not open vehicle door or enter vehicle cabin.**  
Los materiales deben estar en la cajuela abierta del vehículo. El personal no abrirá la puerta ni entrará dentro del vehículo.

*Thank you. Gracias.*

[ZeroWasteSonoma.gov/COVID-19](https://ZeroWasteSonoma.gov/COVID-19)

## COVID-19 RULES REGLAS COVID-19 QUE DEBE SEGUIR

**RULES FOR ENTERING THIS FACILITY:**  
REGLAS PARA ENTRAR A ESTE EDIFICIO:



**One person in a locker at a time.**  
Uno persona a la vez en el casillero/locker



**Maintain 6-foot social distance while in line.**  
Mantenga una distancia social de 6 pies mientras está en línea esperando su turno.



**Cloth face coverings must be worn when entering this facility.**  
Debe utilizar un tapabocas cuando entre a este edificio.

**Do not enter this facility if you are exhibiting the following symptoms:**  
No entre a este edificio si está teniendo los siguientes síntomas:



**FEVER**  
FIEBRE

**COUGH**  
TOS

**SHORTNESS OF BREATH**  
DIFICULTAD PARA RESPIRAR



**Do not touch product unless you intend to take it.**  
No toque el producto a menos de que tenga la intención de llevarlo con usted.



**Avoid touching your face, nose, and mouth.**  
Evite tocarse la cara, la nariz y la boca.



**Cough into a cloth or tissue or, if not available, into your elbow.**  
Si necesita toser hágalo en un paño o pañuelo desechable o, si no hay uno disponible, entonces tose en la parte superior de su codo.



**Do not shake hands or engage in any unnecessary contact.**  
No saludar de mano ni participe en ningún contacto innecesario.

[ZeroWasteSonoma.gov/COVID-19](https://ZeroWasteSonoma.gov/COVID-19)

## 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, 2020
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, 2019 TO JUNE 30, 2020

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

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

- Filter drainers and oil rags for do-it-yourselfers
- Storm drain markers
- Financed the complete overhaul of the Healdsburg Transfer Station Oil Hut by switching from tanks to drums to reduce contamination.
- List of Certified Collection Centers (updated for annual Zero Waste Guide)

As a result of COVID-19 shelter-in-place orders, in-person outreach was swapped with at-home delivery of used motor oil filter drainers and kits, webinars, and a Re-cycle Riders digital media campaign. In addition, programs were advertised using a robust multifaceted bi-lingual education campaign.



### ENGLISH RADIO PAID ADVERTISING

RADIO	# 60-SECOND ADS
KFGY	72
KVRV	109
<b>TOTAL</b>	<b>181</b>

### ENGLISH NEWSPAPER PAID ADVERTISING

NEWSPAPER	# PAID ADS
PRESS DEMOCRAT	3
SONOMA COUNTY GAZETTE	5
<b>TOTAL</b>	<b>8</b>

## USED MOTOR OIL AND FILTER RECYCLING OUTREACH SUMMARY

TYPE OF OUTREACH	NOTES
<b>Added due to COVID-19</b> Oil filter drainer home delivery	71 oil filter drainers and used oil rags distributed throughout Sonoma County by request during seller-in-place orders
<b>Added due to COVID-19</b> Used motor oil/filter webinars	2 live call-in instructional webinars conducted (English and Spanish) in June 2020. Recordings are posted on <b>ZWS YouTube Channel</b>
<b>Added due to COVID-19</b> Riders Recycle Program Google ad campaign in place of person to person outreach	Riders Recycle designed and ran 14 geo-targeted Google Ad campaigns this past year, including eight display GIF ads and six search text ad campaigns focused on oil filter and curbside recycling. Ads were targeted via search keywords and phrases or audience groups, to reach people who had searched or were searching for topics related to motorcycles, and motor oil and oil filters in particular. In Sonoma County, this Google ad resulted in 4,879 with 1,355,719 impressions (Click through rate 0.36%)
Digital billboard	In partnership with GoLocal, advertised the used motor oil/filter program on the Rohnert Park digital billboard located alongside Hwy 101
DMV Outreach	31 education/outreach visits conducted at DMV locations in Santa Rosa, and Petaluma. Events cancelled in March-June, 2020 due to COVID-19.
Media Outreach	What's Cooking Sonoma County; a Spanish language radio program produced and aired live at La Morenita Radio <b>SPANISH RADIO</b> Nuestra Tierra (Our Earth) that airs live at KBBF Radio station in Santa Rosa <b>SPANISH RADIO</b>
Water Patrol	Through Sonoma County Regional Parks summer program, resources and educational materials were given to lifeguards for distribution to Russian River boat renters. This program only operated July-August 2019 and was cancelled in 2020 due to COVID-19.
Labor Centers and community events	Conducted used motor oil and filter outreach at a number of events. Events usually combined general ZWS topics. For a sampling of events, see page 21. Events cancelled in March-June, 2020 due to COVID-19.



## RESULTS HIGHLIGHTS

According to C2 Alternative Services who visited used oil collection centers in May 2020, despite the pandemic, store managers remain positive about the public used motor oil/filter program including encouraging DIYers to bring filters. Illegal dumping remains low and signage remains good.

46% increase in FY 19-20 of used motor oil recycled at certified collection centers

4% decrease in FY 19-20 of curbside and non-certified collection of used motor oil

80% increase in FY 19-20 of used oil filters collected at certified collection centers

4% decrease in FY 19-20 of used oil filters collected at non-certified centers

## HHW COST CENTER

<b>JUSTIFICATION:</b>	ColWMP/Section 5.4.1.8 Provide recycling information to all County residents
<b>WHO WORKS:</b>	Staff and Contractor (Conservation Corps North Bay, Mattress Recycling Council, and JD Advertising)
<b>FUNDING:</b>	HHW Cost Center
<b>DURATION:</b>	Monthly events contracted until December, 2022
<b>DESCRIPTION:</b>	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 the ZWS. ZWS pays for site fees and coordinates advertising.

## E-WASTE (AND MATTRESS) RECYCLING EVENTS

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

ZWS held two types of collection events, e-waste collection events and mattress collection events held in conjunction with e-waste events. As a result of COVID-19, events were cancelled March-June, 2020. In addition, mattress events changed from 3-day events to 1-day events in March.

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

### ENGLISH RADIO PAID ADVERTISING

RADIO	# 60-SEC. ADS
KFGY	105
KVRV	136
KSRO	90
<b>TOTAL</b>	<b>331</b>

### ENGLISH NEWSPAPER PAID ADVERTISING

RADIO	# PAID ADS
Press Democrat	12
Sonoma Index Tribune	2
Cloverdale Reveille	2
<b>TOTAL</b>	<b>16</b>



## POUNDS COLLECTED

JURISDICTION	POUNDS OF COVERED E-WASTE (TVS, LAPTOPS AND MONITORS)	POUNDS OF NON-COVERED E-WASTE	MISC. EWASTE
Cloverdale	8,417	5,146	15,908
Healdsburg	0	0	0
Petaluma	5,123	5,161	19,877
Rohnert Park	7,247	3,620	11,168
Santa Rosa	11,579	17,952	55,019
Sonoma	1,260	1,293	3,004
Unincorporated area	10,406	9,480	43,738
Windsor	3,336	4,250	11,602
<b>TOTAL</b>	<b>47,368</b>	<b>46,902</b>	<b>160,316</b>

## NUMBER OF E-WASTE AND MATTRESS COLLECTION EVENTS

JURISDICTION	# E-WASTE EVENTS DAYS	# MATTRESS EVENT DAYS	PARTICIPANTS AT E-WASTE EVENTS	# OF MATTRESSES COLLECTED
Cloverdale	3	1	416	126
Healdsburg				
Petaluma	6	1	574	107
Rohnert Park	3	1	343	155
Santa Rosa (including Oakmont)	10	2	1,717	231
Sonoma	3	1	123	44
Unincorporated area	3	1	418	124
Windsor	3	1	360	0*
<b>TOTAL</b>	<b>31</b>	<b>8</b>	<b>3,951</b>	<b>787</b>

\* Note: No mattresses collected in Windsor at the October 2019 event.



Free E-waste Recycling Event on March 13-15, 2020 at the Graton Fire Department on 3750 Gravenstein Hwy. North in Graton, 9A - 5P.  
Accepting: working and non-working TVs, office equipment, cell phones, tablets, printers, computers, laptops, stereos, game consoles, cords, etc.  
Not accepting: appliances (microwaves okay), batteries, and fluorescent lamps ... See More



## RESULTS HIGHLIGHTS

**3,951 participant donors at monthly ZWS and CCNB e-waste events**

**47,368 pounds of Covered Electronic Waste (CEW) (TVs, laptops, and monitors) and 46,902 pounds of non-covered e-waste**

**160,316 pounds of miscellaneous e-waste collected**

**8 mattress collection events held with 787 mattresses collected**



## HHW COST CENTER

JUSTIFICATION:	MANDATED - JPA Required by regulation, contract administration/oversight (Section 5.4.1.8 of the CoIWMP)
WHO WORKS:	Staff and Contractor (Recology Sonoma Marin and Onsite Electronics)
FUNDING:	HHW Cost Center
DURATION:	Agreement for e-waste handling, transporting, and recycling expires in June 2021.
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 JULY 1, 2019-JUNE 30, 2020

E-waste collection is offered at all County Refuse Disposal Sites. A contract with On-site Electronics provides for sorting, transportation, and recycling of electronic waste from these locations. The e-waste industry has experienced many fluctuations and changes within the last year, resulting in stricter rules on items accepted through the e-waste program. Items that are similar to e-waste, such as fans and toasters, are no longer accepted through the e-waste program.

### POUNDS OF E-WASTE COLLECTED BY TRANSFER STATIONS

TRANSFER STATION	POUNDS OF COVERED E-WASTE (TVS, LAP-TOPS AND MONITORS)	POUNDS OF NON-COVERED E-WASTE
Annapolis Transfer Station	11,632	10,804
Central Disposal Site	321,587	347,054
Guerneville Transfer Station	58,009	43,221
Healdsburg Transfer Station	114,899	85,901
Sonoma Transfer Station	116,616	90,264
<b>TOTAL</b>	<b>622,743</b>	<b>577,244</b>





#### ACCEPTABLE ELECTRONIC DEVICES

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

#### UNACCEPTABLE ITEMS

- Appliances such as refrigerators, 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, tooth brushes, cordless power tools
- Contaminated electronic waste such as medical equipment
- 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)
- Small kitchen appliances
- Solar panels
- Vacuum cleaners, shop vacs
- Vehicle air bags
- Wood, including wood-encased stereo speakers

#### RESULTS HIGHLIGHTS

**622,743 pounds of covered e-waste collected at all County Refuse Disposal Sites**

**577,244 pounds of non-covered e-waste collected at all County Refuse Disposal Sites**

## HHW COST CENTER

**JUSTIFICATION:** Grant funded opportunity  
**WHO WORKS:** Staff  
**FUNDING:** Grant  
**DURATION:** FY 17-18 through March 2020  
**DESCRIPTION:** In collaboration with the California Product Stewardship Council, CalRecycle awarded ZWS a three-year, \$75,000 grant to promote the use and sale of refillable one-pound propane cylinders.

## REFUEL YOUR FUN

REPORTING PERIOD JULY 1, 2019-JUNE 30, 2020

The ReFuel Your Fun program is funded by a CalRecycle three-year product stewardship grant.

Campground collection locations for disposable 1-pound propane cylinders were established through a partnership with Sonoma County Regional Parks.

Retail stores willing to refill/exchange 1-pound propane cylinders were recruited countywide.

The program was advertised in the annual Recycle Guide, ZWS website, social media, and fliers distributed at outreach events.



### REFUEL YOUR FUN EXCHANGE EVENTS AND PLEDGE

JURISDICTION	# REFUEL YOUR FUN EVENTS	REFILLABLE CYLINDERS DISTRIBUTED
Sebastopol	1	49
Windsor	1	70
Remaining propane cylinders were distributed at regular ZWS outreach events using a pledge. Participants pledged to use refillables instead of disposables and were able to receive a free refillable cylinder.		76
<b>TOTAL</b>	<b>2</b>	<b>195</b>

### SONOMA COUNTY PARKS COLLECTION BINS

JURISDICTION	NUMBER OF DISPOSABLE 1-POUND PROPANE CYLINDERS COLLECTED NOTE NO JANUARY-JUNE 2020 COLLECTION OF CYLINDERS DUE TO COVID-19
Santa Rosa	Spring Lake Regional Park
Unincorporated	Doran Regional Park Westside Regional Park Stillwater Cove Regional Park
<b>TOTAL</b>	<b>2,875</b>

### RETAIL PROPANE EXCHANGE LOCATIONS

JURISDICTION	RETAIL PROPANE EXCHANGE LOCATIONS
Petaluma	DeCarli's Propane
Rohnert Park	The Rental Place
Santa Rosa	REI Sports Basement U-Haul Blue Star Gas
Unincorporated	True Value of Larkfield

### RESULTS HIGHLIGHTS

The CalRecycle grant ended in March 2020.

While the grant is over ZWS intends to keep all eight collection bins located at four Sonoma County Regional Parks (SCRPs) in the same locations. ZWS plans to pay for disposal, while SCRPs provides the labor and collection. In FY 19-20, 2,875 disposable 1-pound propane cylinders collected at these locations.

2 ReFuel Your Fun Exchange Event days held.

7 retail stores retained to either sell the refillable cylinders or provide refill/exchange.