ORGANICS COST CENTER

JUSTIFICATION: CalWMP/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

<table>
<thead>
<tr>
<th>City</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healdsburg</td>
<td>3/7/20</td>
<td>Healdsburg Labor Center SPANISH EVENT</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>10/21/19</td>
<td>Santa Rosa Water Department</td>
</tr>
<tr>
<td>Sonoma</td>
<td>9/28/19</td>
<td>Sonoma Garden Park</td>
</tr>
<tr>
<td>Virtual Workshop Composting</td>
<td>5/5/20</td>
<td>ZOOM Presentation</td>
</tr>
<tr>
<td></td>
<td>5/7/20</td>
<td>ZOOM Presentation SPANISH EVENT</td>
</tr>
<tr>
<td></td>
<td>6/16/20</td>
<td>ZOOM Presentation</td>
</tr>
<tr>
<td>Virtual Workshop Worms</td>
<td>5/8/20</td>
<td>ZOOM Presentation</td>
</tr>
<tr>
<td></td>
<td>5/9/20</td>
<td>ZOOM Presentation SPANISH EVENT</td>
</tr>
<tr>
<td></td>
<td>6/17/20</td>
<td>ZOOM Presentation</td>
</tr>
</tbody>
</table>

**TOTAL** 9

### Vermiculture School Presentations

<table>
<thead>
<tr>
<th>City</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healdsburg</td>
<td>9/25/19</td>
<td>Westside School</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>9/10-12/19</td>
<td>Heirloom Exposition Kids Pavilion</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>10/17/19</td>
<td>Proctor Terrace Elementary</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>12/11/19</td>
<td>Steele Lane Elementary</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>12/16/19</td>
<td>Steele Lane Elementary</td>
</tr>
<tr>
<td>Sebastopol</td>
<td>2/28/20</td>
<td>Parkside Elementary School</td>
</tr>
</tbody>
</table>

**TOTAL** 6

---

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

---

**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.

**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.

### AB 1826 OUTREACH LETTERS AND COMPLIANCE NUMBERS

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

### SB 1383 MEETINGS

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

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

AB 341 COMPLIANCE

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

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
RECYCLABLE IS GREAT
POLYSTYRENE FOAM IS GOING AWAY

Food service providers are encouraged to provide and incentivize reusable or compostable items. Retailers cannot sell or distribute polystyrene foam food service ware.

FIBER COMPOSTABLE IS GREAT

Single-use food ware must be compostable or recyclable through Sonoma County’s commercial collection program.

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 contact specific requirements within your jurisdiction.
EDUCATION COST CENTER

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

WHO WORKS: Contractor (Soluna Outreach Services)

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

DURATION: Multi-year contract (July 1, 2017 - June 30, 2020)

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

SPANISH LANGUAGE OUTREACH

REPORTING PERIOD JULY 1, 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
- Día de los Muertos Petaluma and Bilingual Health Week
- Annual Migrant Ed Parent Leadership Institute
- First Annual Latino Event of Rohnert Park
### Spanish Language Outreach Summary

<table>
<thead>
<tr>
<th>Type of Outreach</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person business visits</td>
<td><strong>119</strong> in-person visits were made to Hispanic businesses, including distributing ZWS Holiday Calendars and providing applicable businesses with Disposable Foodware Model Ordinance information.</td>
</tr>
</tbody>
</table>
| **Radio** | **260** 30-sec radio spots on Radio Lazer 107.1FM on various topics (HHW, Zero Waste, Composting)  
**6** 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** | **1** Annual Migrant Ed Parent Leadership Institute  
**4** Avance Program Presentation  
**1** HeadsStart Program Presentation  
**18** Pasitos Program Presentation  
Avance, Pasitos, and HeadsStart 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** | **75** Conducted general education at a number of events. Events usually combined general ZWS topics. |
| **Labor Centers** | **15** 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

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th># Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloverdale</td>
<td>8</td>
</tr>
<tr>
<td>Cotati</td>
<td>3</td>
</tr>
<tr>
<td>Healdsburg</td>
<td>12</td>
</tr>
<tr>
<td>Petaluma</td>
<td>16</td>
</tr>
<tr>
<td>Rohnert Park</td>
<td>11</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>34</td>
</tr>
<tr>
<td>Sebastopol</td>
<td>4</td>
</tr>
<tr>
<td>Sonoma</td>
<td>17</td>
</tr>
<tr>
<td>Unincorporated</td>
<td>3</td>
</tr>
<tr>
<td>Windsor</td>
<td>11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>119</strong></td>
</tr>
</tbody>
</table>

### 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 CoIWMP).

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

**FUNDING:** Education Cost Center

**DURATION:** Ongoing

**DESCRIPTION:** Historically, staff has maintained a comprehensive website, zerowastesonoma.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.

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**INCREASED ACTIVITY RELATED TO COVID-19 PANDEMIC**

![Graph showing increased activity related to COVID-19 pandemic](image-url)

- December
- January
- February
- March
- April
- May
- June
- July
- August

**THINK AGAIN**

- LOVE FOOD NOT WASTE
- ZERO WASTE LIFESTYLE

Zero Waste Sonoma Reporting Period July 1, 2019 - June 30, 2020
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 CoIWMP) BOARD DIRECTED (Spanish Guide)

WHO WORKS: Staff and Contractor (Soluna Outreach Services)

FUNDING: Education Cost Center

DURATION: Ongoing

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.
### 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 CoIWMP)

**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.

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**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**

---

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

<table>
<thead>
<tr>
<th>MAILBOX</th>
<th># ENGLISH CALLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAIN X3577</td>
<td>832</td>
</tr>
<tr>
<td>GENERAL X4589</td>
<td>467</td>
</tr>
<tr>
<td>HHW X4586</td>
<td>435</td>
</tr>
<tr>
<td>WEBSITE (ZWS &amp; Recycelenow)</td>
<td>391</td>
</tr>
<tr>
<td>GUIDE X4588</td>
<td>107</td>
</tr>
<tr>
<td>MOTOR OIL X4587</td>
<td>75</td>
</tr>
<tr>
<td>DIRECT TO STAFF</td>
<td>29</td>
</tr>
<tr>
<td>XMAS TREE SEASONAL MAILBOX</td>
<td>11</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,347</strong></td>
</tr>
</tbody>
</table>

---

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

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.

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.
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 Instragram 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

<table>
<thead>
<tr>
<th>KEY METRICS</th>
<th>JULY 1, 2019</th>
<th>JUNE 30, 2020</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifetime total likes</td>
<td>434</td>
<td>706</td>
<td>63% increase</td>
</tr>
</tbody>
</table>
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.

FACEBOOK STATISTICS

<table>
<thead>
<tr>
<th>KEY METRICS</th>
<th>JULY 1, 2019</th>
<th>JUNE 30, 2020</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifetime total likes</td>
<td>3,084</td>
<td>3,241</td>
<td>5% increase</td>
</tr>
<tr>
<td>Average daily total reach 7/1/19-6/30/20</td>
<td>205</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Lifetime: The total number of people who have liked your Page. (Unique Users)

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

<table>
<thead>
<tr>
<th>KEY METRICS</th>
<th>JULY 1, 2019</th>
<th>JUNE 30, 2020</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifetime total likes</td>
<td>350</td>
<td>363</td>
<td>4% increase</td>
</tr>
</tbody>
</table>

LINKEDIN STATISTICS

<table>
<thead>
<tr>
<th>KEY METRICS</th>
<th>JULY 1, 2019</th>
<th>JUNE 30, 2020</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifetime total likes</td>
<td>N/A</td>
<td>32</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Tuesday, 4P - 8P BY APPOINTMENT

Household Hazardous Waste Collection Event
HHW COST CENTER

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

<table>
<thead>
<tr>
<th>HHW PROGRAM</th>
<th>FACILITY</th>
<th>VSQG</th>
<th>EVENTS</th>
<th>ROVER</th>
<th>REUSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants FY 19-20</td>
<td>17,407</td>
<td>188</td>
<td>1,246</td>
<td>95</td>
<td>N/A</td>
</tr>
<tr>
<td>Participants FY 18-19</td>
<td>17,879</td>
<td>239</td>
<td>1,492</td>
<td>77</td>
<td>N/A</td>
</tr>
<tr>
<td>Participants FY 17-18</td>
<td>17,134</td>
<td>242</td>
<td>2,693</td>
<td>73</td>
<td>N/A</td>
</tr>
<tr>
<td>TOTAL</td>
<td>35,013</td>
<td>481</td>
<td>4,185</td>
<td>150</td>
<td>N/A</td>
</tr>
<tr>
<td>JURISDICTION</td>
<td># HHW AND HAZMOBILE EVENTS</td>
<td>PARTICIPANTS</td>
<td>AVERAGE PARTICIPANTS PER EVENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>----------------------------</td>
<td>--------------</td>
<td>-------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cloverdale</td>
<td>3</td>
<td>82</td>
<td>27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cotati</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Healdsburg</td>
<td>2</td>
<td>72</td>
<td>36</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petaluma</td>
<td>2</td>
<td>68</td>
<td>34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rohnert Park</td>
<td>3</td>
<td>82</td>
<td>27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>12</td>
<td>578</td>
<td>48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sebastopol</td>
<td>2</td>
<td>102</td>
<td>51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sonoma</td>
<td>3</td>
<td>153</td>
<td>51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unincorporated area</td>
<td>6 HHW Events</td>
<td>225 HHW Events</td>
<td>38 HHW Events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Windsor</td>
<td>2</td>
<td>118</td>
<td>59</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>39</td>
<td>1,961</td>
<td>50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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.

**POUNDS OF WASTE COLLECTED**

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>POUNDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>VSQG</td>
<td>1,757,978</td>
</tr>
<tr>
<td>EVENTS</td>
<td>30,623</td>
</tr>
<tr>
<td>ROVER</td>
<td>90,355</td>
</tr>
<tr>
<td>REUSE</td>
<td>15,812</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,997,312</td>
</tr>
</tbody>
</table>

**COVID-19 RULES**

**FOLLOW THESE RULES FOR THE SAFETY OF OUR STAFF:**
- Opportunity to talk to a friend or family member.
- Maintain social distancing while in line.
- Wearing a mask is required for all people except in food service areas.
- Do not enter this facility if you are exhibiting the following symptoms:
  - Fever
  - Cough
  - Shortness of Breath
- Do not touch products unless you intend to take it. Do not touch the product or throw into the bin due to the risk of contamination.
- Avoid touching your face, nose, and mouth.
- Wash hands thoroughly after touching any surfaces.
- Wear gloves in high-touch areas.
- Do not shake hands or engage in any unnecessary contact.

**REGLAS COVID-19 QUE DEBE SEGUIR**

**SIGA ESTAS REGLAS PARA LA SEGURIDAD DE NUESTRO PERSONAL:**
- Oportunidad de hablar con un amigo o miembro de la familia.
- Mantener distancia social mientras esté en la fila.
- El uso de mascarillas es obligatorio para todos los usuarios excepto en áreas de servicio al cliente.
- No acceder a esta facilidad si está exhibiendo los siguientes síntomas:
  - Fiebre
  - Tos
  - Dificultad para respirar
- No tocar los productos a menos que los vaya a tomar. No toque el producto ni lo arroje a la basura debido al riesgo de contaminación.
- Evite tocar su rostro, nariz y boca.
- Lave sus manos de manera adecuada después de tocar cualquier superficie.
- Use guantes en áreas de contacto alta.
- No se debe agitar las manos ni establecer contacto innecesario.

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 Recycle Riders digital media campaign. In addition, programs were advertised using a robust multifaceted bi-lingual education campaign.

ENGLISH RADIO PAID ADVERTISING

<table>
<thead>
<tr>
<th>RADIO</th>
<th># 60-SECOND ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFGY</td>
<td>72</td>
</tr>
<tr>
<td>KVRV</td>
<td>109</td>
</tr>
<tr>
<td>TOTAL</td>
<td>181</td>
</tr>
</tbody>
</table>

ENGLISH NEWSPAPER PAID ADVERTISING

<table>
<thead>
<tr>
<th>NEWSPAPER</th>
<th># PAID ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRESS DEMOCRAT</td>
<td>3</td>
</tr>
<tr>
<td>SONOMA COUNTY GAZETTE</td>
<td>5</td>
</tr>
<tr>
<td>TOTAL</td>
<td>8</td>
</tr>
</tbody>
</table>
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**

**JUSTIFICATION:** CalWMP/Section 5.4.1.8 Provide recycling information to all County residents

**WHO WORKS:** Staff and Contractor (Conservation Corps North Bay, Mattress Recycling Council, and JD Advertising)

**FUNDING:** HHW Cost Center

**DURATION:** Monthly events contracted until December, 2022

**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 the ZWS. ZWS pays for site fees and coordinates advertising.

---

**ENGLISH RADIO PAID ADVERTISING**

<table>
<thead>
<tr>
<th>RADIO</th>
<th># 60-SEC. ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFGY</td>
<td>105</td>
</tr>
<tr>
<td>KVRV</td>
<td>136</td>
</tr>
<tr>
<td>KSRO</td>
<td>90</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>331</strong></td>
</tr>
</tbody>
</table>

**ENGLISH NEWSPAPER PAID ADVERTISING**

<table>
<thead>
<tr>
<th>RADIO</th>
<th># PAID ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press Democrat</td>
<td>12</td>
</tr>
<tr>
<td>Sonoma Index Tribune</td>
<td>2</td>
</tr>
<tr>
<td>Cloverdale Reveille</td>
<td>2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>16</strong></td>
</tr>
</tbody>
</table>

---

**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.
**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 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 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 Onsite 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**

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

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

ACCEPTABLE ELECTRONIC DEVICES

- 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
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.
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 (SCRP) in the same locations. ZWS plans to pay for disposal, while SCRP 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.

### REFUEL YOUR FUN EXCHANGE EVENTS AND PLEDGE

<table>
<thead>
<tr>
<th>JURISDICTION</th>
<th># REFUEL YOUR FUN EVENTS</th>
<th>REFILLABLE CYLINDERS DISTRIBUTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sebastopol</td>
<td>1</td>
<td>49</td>
</tr>
<tr>
<td>Windsor</td>
<td>1</td>
<td>70</td>
</tr>
</tbody>
</table>

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.

**TOTAL** 2 195

### SONOMA COUNTY PARKS COLLECTION BINS

<table>
<thead>
<tr>
<th>JURISDICTION</th>
<th>NUMBER OF DISPOSABLE 1-POUND PROpane CYLINDERS COLLECTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Rosa</td>
<td>Spring Lake Regional Park</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Unincorporated</td>
<td>Doran Regional Park</td>
</tr>
</tbody>
</table>

**TOTAL** 2,875

### RETAIL PROPANE EXCHANGE LOCATIONS

<table>
<thead>
<tr>
<th>JURISDICTION</th>
<th>RETAIL PROPANE EXCHANGE LOCATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petaluma</td>
<td>DeCarli’s Propane</td>
</tr>
<tr>
<td>Rohnert Park</td>
<td>The Rental Place</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>REI</td>
</tr>
<tr>
<td></td>
<td>Sports Basement</td>
</tr>
<tr>
<td></td>
<td>U-Haul</td>
</tr>
<tr>
<td></td>
<td>Blue Star Gas</td>
</tr>
<tr>
<td>Unincorporated</td>
<td>True Value of Larkfield</td>
</tr>
</tbody>
</table>

### 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 (SCRP) in the same locations. ZWS plans to pay for disposal, while SCRP 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.