



ZERO WASTE SONOMA WORK PLAN PROGRAM PROGRESS REPORT

REPORTING PERIOD JULY 1, 2024 - JUNE 30, 2025

ORGANICS COST CENTER

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

FUNDING: Organics Cost Center

DURATION: Ongoing

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

JURISDICTION	COMPOST (CY)	# OF EVENTS/DONATIONS
Cotati	160	5
Healdsburg	90	5
Petaluma	530	13
Rohnert Park	80	2
Santa Rosa	880	21
Sebastopol	360	8
Sonoma	120	3
Unincorporated	1097	31
Windsor	164	5
GRAND TOTAL	3481	93

COMPOST GIVEAWAYS

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

As part of the organics processing contracts with Cold Creek Compost and WM Redwood, Zero Waste Sonoma has access to a compost allotment of 1,000 cubic yards every calendar year. Staff utilized SB 1383 grant funding from CalRecycle to purchase compost after exhausting contractual allotments. In contrast with previous years, staff shifted away from organizing compost giveaway events, which are labor intensive, and instead donated more compost towards non-profit organizations, public schools, and community gardens. Recipient organizations include Farm to Fight Hunger, Landpaths, Petaluma Bounty, Ceres, Sonoma Ecology Center, and Hallberg Butterfly Gardens.

To increase residential access to compost, and in response to public feedback, staff continued to oversee the Compost Distribution Hubs. These hubs were replenished according to demand, with the most popular locations being Santa Rosa, Petaluma, Windsor, and Healdsburg. With the help of community volunteers, staff organized compost giveaway events in locations that do not yet have an established hub, such as Sebastopol and the greater west county. All compost given away will count towards the 10 member jurisdictions' 2024 and 2025 SB 1383 procurement targets.



In 2023, ZWS was awarded a \$298,500 grant from the USDA as part of the Composting and Food Waste Reduction program. The grant term runs from June 2023 to May 2026, and ZWS's grant partners are Zero FoodPrint, Petaluma Bounty, and Daily Acts. The grant project is designed with three different arms to promote compost use while expanding food recovery infrastructure to reduce local food insecurity.

Zero FoodPrint subcontracts with the Sonoma and Gold Ridge Resource Conservation Districts (RCDs) to educate farmers and ranchers on sustainable farming practices. Zero FoodPrint also recruits local businesses to contribute 1% of their proceeds on a signature cocktail (Dirty Drinks Campaign) or select products (Holiday Gift Guide Campaign) to supplement grant funds for their work with farmers.

Petaluma Bounty subcontracts with ExtraFood, Catalyst, and Farm to Pantry to increase food recovery operations and expand networks. Their goal is to rescue more food that would otherwise go to waste, share vehicles and other resources to increase efficiency, and build partnerships that would allow faster mobilization in preparation for future disasters.

Daily Acts focuses on residential outreach to promote compost usage and climate education. By tabling at local fairs and events hosted by ZWS or partner organizations, Daily Acts continues to reach a wide range of audiences, including children, K-12 students, adults, and seniors.



ORGANICS COST CENTER

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

WHO WORKS: Staff

FUNDING: Organics Cost Center

DURATION: Ongoing

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



SHORT-LIVED CLIMATE POLLUTANTS (SLCP) SB 1383

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

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

FOOD RECOVERY

Edible Food Generators	229
Food Recovery Organizations/Services	63
Pounds of Excess Edible Food Recovered	3,012,795

COMPLIANCE

Waivers Granted	300
Notices Of Violation Issued	33
Edible Food Recovery Inspections	18



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

STOP WASTE FROM THE START!

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

PLAN YOUR FOOD RECOVERY LOGISTICS

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

SECURE NECESSARY EQUIPMENT

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

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

*These items are necessary to comply with these laws.



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

COMMERCIAL TECHNICAL ASSISTANCE

In October 2023, the ZWS board awarded Cascadia Consulting Group, Inc. a contract to conduct technical assistance. Cascadia and their subcontractors, Soluna and Waste Sleuth, contacted and assisted commercial generators who are required to comply with SB 1383 and the local Disposable Food Ware Ordinances. Through site visits and phone calls, the team helped 194 generators connect with local food recovery organizations to pick up excess food for donation and assisted 211 generators with obtaining recyclable and fiber compostable food ware. Some generators were further convinced to switch from disposable to reusable food ware by utilizing ZWS's reuse grant. The project concluded in May 2025, and staff presented to the ZWS board a final report that can be found at: <https://zerowastesonoma.gov/agency/reports>. This project was partially funded by CalRecycle, through the Local Assistance Grant Program.

Cascadia completed technical assistance project to educate food facilities about local food service ware ordinances as part of larger project targeting SB 1383 edible food recovery compliance. Contractors contacted 21 food facilities and assisted 191. At the conclusion, 72% of accounts met compliance goals, 19% were partially compliant, 6% were non-responsive, 3% of businesses closed, and 0.5% declined assistance. Reuse grant increased from \$250 to up to \$600 for eligible expenses, and 3 accounts received the ZWS reuse grant funds.



ZERO WASTE WEEK www.northbayzerowasteweek.org/

ZWS/Reuse Alliance hosted the Reuse & Repair Fair on October 18 at the Rohnert Park-Cotati Library. This event featured a clothing swap, reuse resource fair, free knife sharpening, and food for purchase served on reusable foodware provided by Sparkl all outside the library, while the repair fair happened inside.

80+ events scheduled between October 11-18 in Sonoma and Marin Counties.

Events were free and open to the public, some required advanced registration.

50+ partner organizations collaborated.

Incentives were available for Sonoma County non-profits to host events.

ZERO WASTE COST CENTER

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

WHO WORKS: Staff

FUNDING: Education Cost Center and CalRecycle grant funded

DURATION: Ongoing

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



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

REPORTING PERIOD JULY 1, 2023 TO JUNE 30, 2024

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

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

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

CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE FY 23/24

TYPE OF EXPENDITURE	DOLLAR AMOUNT
WATER REFILL STATIONS	\$7,050.28
LITTER ABATEMENT	\$10,951.00
RECYCLING BINS	\$60,000.00
COLLEGE/UNIVERSITY	\$213.86
STAFFING/TRAINING	\$6,668.86
TOTAL	\$84,884.00

AB 341 COMPLIANCE

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

CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE 22/23

TYPE OF EXPENDITURE	DOLLAR AMOUNT	STATISTIC
Water Refill Stations	\$20,334.05	12 AGENCIES
College/University	\$1,339.61	36 RECEPTACLES
Staff & Trainings	\$1,573.04	STAFF TIME + CONFERENCE
Recycling Bins	\$49,155.68	100+ BUSINESSES
TOTAL	\$72,402.38	



RESULTS HIGHLIGHTS

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

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

22-23 Grant Cycle fully expended

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

EDUCATION COST CENTER

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

WHO WORKS: Contractor (Soluna Outreach Services)

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

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

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

SPANISH LANGUAGE OUTREACH

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

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

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

TARGETED SPANISH EVENTS, MEETINGS, AND RADIO OUTREACH

EVENT NAME	# EVENT OCCURANCES	NOTES
Various Farmer's Markets	19	Covered various jurisdictions including Sonoma, Cloverdale, Cotati, Rohnert Park, Bodega Bay, Petaluma, Sonoma, and Santa Rosa.
Other Events	33	Dia de los Muertos, binational health fairs, cultural events, safety fairs, annual county fairs (Cloverdale Citrus and Sonoma County Fair)
KBBF 89.1FM	20	Nuestra Tierra Radio Program (15 minute segment live interviews)
TOTAL	72	



ZERO WASTE GUIDE (ENGLISH AND SPANISH)

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

The 32-page 2024 Guide theme was The Evolution of Wasting and the 2025 Guide theme was Compost Contamination: Why does it matter? The printed version of the guides was distributed at outreach events and to interested parties (e.g., libraries, city and county offices, multi-family complexes, and businesses). An electronic version of the Guide is posted on the zerowastesonoma.gov website.

In 2025, the Recycle Guide was organized by program, including an activity page, FAQs, and a glossary, with an expanded Zero Waste Lifestyle section.

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

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

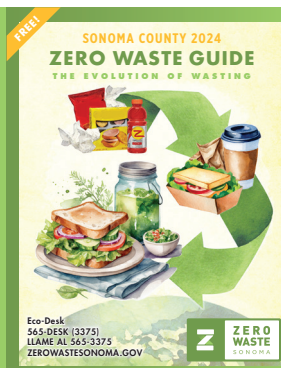
WHO WORKS: Staff and Contractor (Soluna Outreach Services)

FUNDING: Education Cost Center

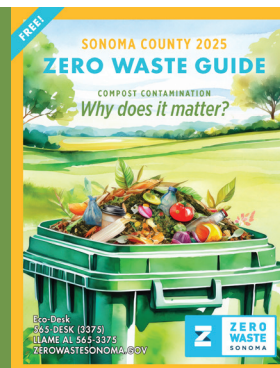
DURATION: Ongoing

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

2024
GUIDE



2025
GUIDE



EDUCATION COST CENTER

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

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

FUNDING: Education Cost Center

DURATION: Ongoing

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

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

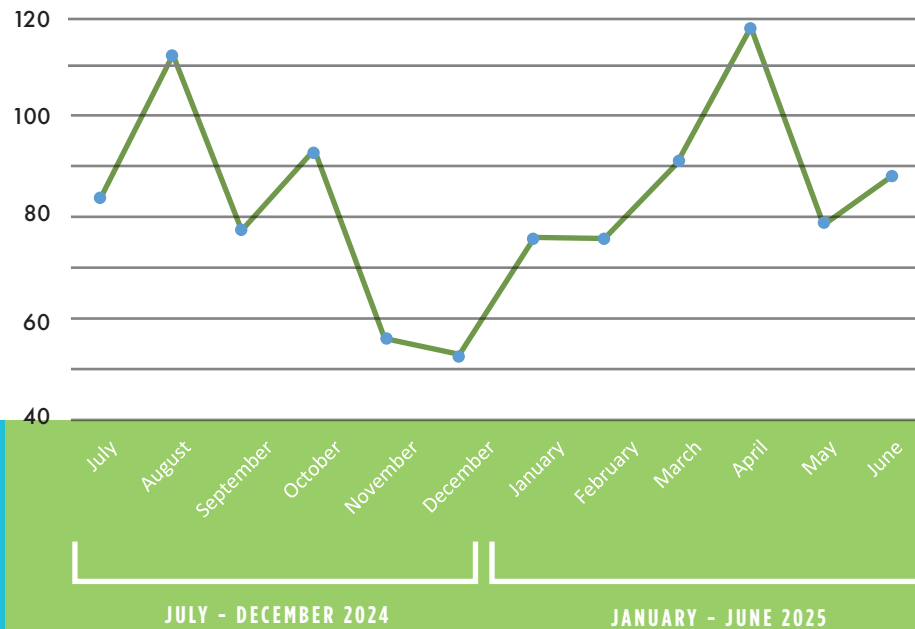
QUESTION CATEGORIES	
	# ENGLISH CALLS
E WASTE	142
HHW	162
RECYCLING	199
HAULER QUESTION	19
MOTOR OIL & FILTERS	26
PAINT	20
RESIDENTIAL COMPOSTING	108
REUSE	24
TOTAL	700

ECO-DESK (ENGLISH AND SPANISH)

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

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

ENGLISH ECO-DESK CALLS PER MONTH



1,024 ENGLISH CALLS IN FY 24-25

NUMBER OF ECO-DESK CALLS HISTORICALLY BY CALENDAR YEAR

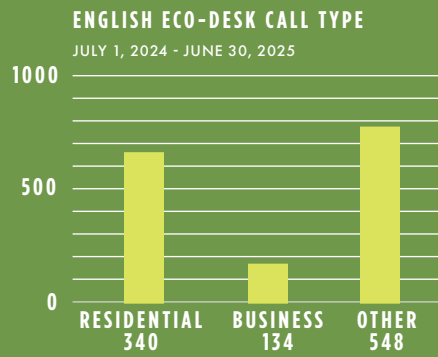
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	JAN-JUNE 2025
Number of English Calls	2,149	1,712	1,307	1,216	1,998	1,426	2,263	1,001	1,674	2,959	1,002	1,469	1,012	488
Number of Spanish Calls	104	83	49	30	20	47	19	41	25	39	28	22	0	0

CALLS BY JURISDICTION ENGLISH JULY 1, 2024 - JUNE 30, 2025

JURISDICTION	ENGLISH CALLS FY 23-24	ENGLISH CALLS FY 24-25
Cloverdale	17	9
Cotati	10	6
Healdsburg	48	31
Petaluma	106	78
Rohnert Park	19	26
Santa Rosa	276	214
Sebastopol	67	62
Sonoma	51	45
Windsor	45	31
Unincorporated Sonoma County	78	83
Unknown or out-of-county (includes website inquires)	546	439
TOTAL	1,263	1,024

TOPIC ENGLISH JULY 1, 2024 - JUNE 30, 2025

TOPIC	# ENGLISH CALLS
E-Waste	129
Recycling	198
HHW	337
Meds/Sharps	14
Hauler billing or service	19
Other	115
Organics	113
Motor oil and filters	31
Mattresses	32
Reuse	36
TOTAL	1,024



RESULTS HIGHLIGHTS

- 1,024 English language Eco-Desk calls were answered in FY 24-25.
- English Eco-Desk call volume decreased by 31% from 2023 to 2024.
- The most frequently asked questions related to recycling and household hazardous waste disposal.
- Santa Rosa, Petaluma, and unincorporated Sonoma County generated the most inquiries.

EDUCATION COST CENTER

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

SOCIAL MEDIA ON-LINE MARKETING OUTREACH

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

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

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

Facebook Insights was used to provide analytical data.



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



This Facebook post reached 7,709 views, had 45 interactions, and 184 link clicks.



This Instagram post had the most views at 5,296 on Instagram. It had 88 interactions and resulted in 14 new follows.

Household Hazardous Waste (HHW) Collection Event

October 8, 2024
KENWOOD

APPOINTMENT REQUIRED:
ZeroWasteSonoma.Gov

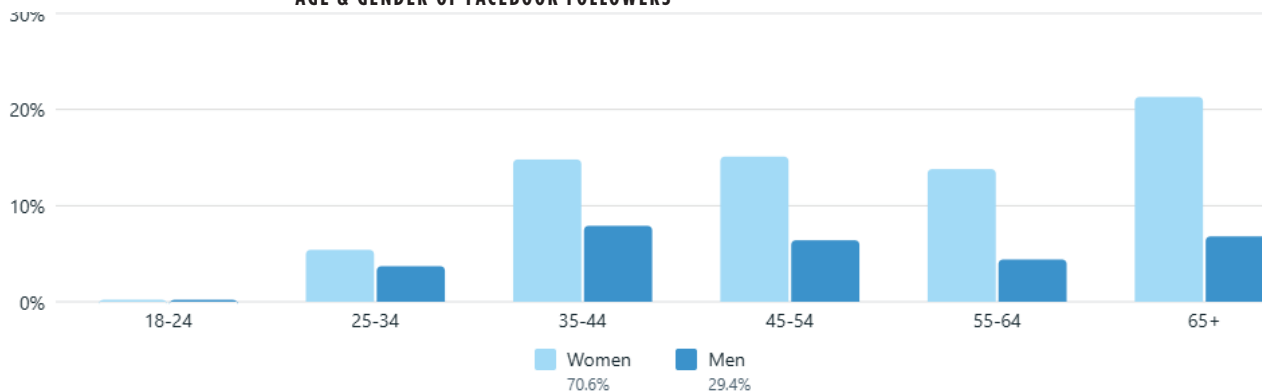
FREE COMPOST GIVEAWAY SANTA ROSA

March 29, 2025 • 10 - 11:30A
 LOS GUILICOS GARDEN
 1 LOS GUILICOS RD



zerowastesonoma.gov

AGE & GENDER OF FACEBOOK FOLLOWERS



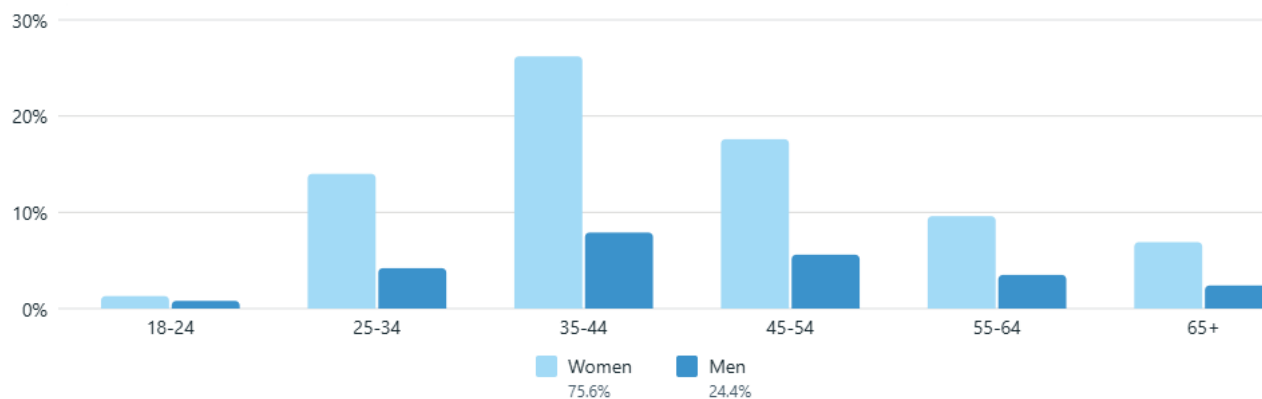
Facebook

Followers ⓘ

Lifetime

4,304

AGE & GENDER OF INSTAGRAM FOLLOWERS



Instagram

Followers ⓘ

Lifetime

2,211

RESULTS HIGHLIGHTS

ZWS has 4,304 Facebook followers, up from 4,181 the previous year.

ZWS has 2,211 Instagram followers, up from 1,879 the previous year.

ZWS had 937 Facebook photo interactions, up 233.9% over the previous year.

The ZWS Facebook account had 386 direct link clicks, an increase of 89% from the previous year.

EDUCATION COST CENTER

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

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

FUNDING: Education Cost Center

DURATION: Ongoing

WEBSITE ZEROWASTESONOMA.GOV

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

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

Website usage tallies were generated by Google Analytics.

TOP TOPICS

PAGE	07/01/23-6/30/24 VISITS	07/01/24-6/30/25 VISITS
Home page	79,379	31,506
E-Waste disposal page	32,294	32,174
Materials page	7,931	13,879
Household Hazardous Waste Facility page	28,325	29,695
Disposal Site Fee Schedules	31,525	27,620



WEBSITE ZEROWASTESONOMA.GOV FEATURES INCLUDE:

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

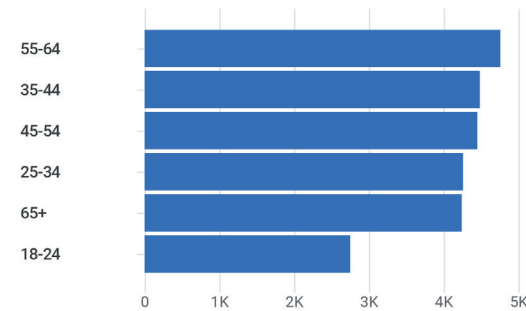
OF ZEROWASTESONOMA.GOV VISITORS PER JURISDICTION

JURISDICTION	7/1/24-6/30/25	7/1/23-6/30/24	7/1/22-6/30/23	7/1/21-6/30/22
Santa Rosa	22,569	20,923	18,602	29,700
Petaluma	6,326	6,622	6,284	10,197
Windsor	3,739	3,580	4,062	6,923
Sebastopol	1,975	2,821	3,043	6,370
Rohnert Park	3,739	3,318	3,189	4,469
Sonoma	2,133	2,452	2,560	4,041
Healdsburg	1,591	1,579	1,264	1,795
Cotati	376	462	490	801
Cloverdale	961	1,098	1,201	1,983
TOTAL	43,409	42,855	40,695	66,279

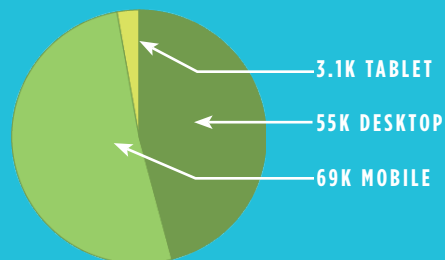
USER ACQUISITION

FIRST TIME WEB VISITORS	07/01/24-6/30/25 VISITS
Organic Search	75,718
Direct	28,836
Referral	17,944
Organic Social	4,168
Paid Search	15

Active users by Age



OVERALL DEVICE USERS FY 24-25



RESULTS HIGHLIGHTS

The cities with the most website visitors are Santa Rosa, San Jose, and San Francisco, respectively.

San Jose, CA (20,392 users), San Francisco, CA (6,774 users), Los Angeles, CA (3,960 users), and Ashburn, VA (1,064 users) were in the top eleven cities of users FY 23-24 (and FY 22-23 as well).

Top out-of-state domestic users were based in Ashburn, VA (1,064), Seattle, WA (968), Las Vegas, NV (673), Columbus, OH (636), and New York, NY (627).

People visited the ZWS website from 155 countries, the highest rates were based in the Philippines (839), India (763), China (699), Canada (515), Ireland (347), and the United Kingdom (307).

EDUCATION COST CENTER

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

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

FUNDING: Education Cost Center

DURATION: Ongoing

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

◀ APRIL 2024 ▶
[Go to Today](#)

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

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

EVENTS

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

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



SAMPLING OF EVENTS

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

EVENTS BY JURISDICTION

JURISDICTION	# EVENTS	# EVENT DAYS	# HOURS OUTREACH
Cloverdale	10	17	97
Cotati	7	7	26
Healdsburg	9	11	67
Petaluma	16	23	131
Rohnert Park	7	9	57
Santa Rosa	52	67	2001
Sebastopol	9	9	38
Sonoma	9	12	61
Unincorporated	35	41	214
Windsor	12	14	55
TOTAL	166	210	2,747



RESULTS HIGHLIGHTS

166 outreach/education events were completed.

210 outreach/education event days were completed.

2,747 outreach/education hours were completed.

ZERO WASTE COST CENTER

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

WHO WORKS: Staff and Contractor (Reuse Alliance)

FUNDING: Zero Waste Cost Center

DURATION: Ongoing

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

REPAIR FAIRS

CITY	PARTICIPANTS	ITEMS REPAIRED	LBS DIVERTED
Petaluma 9/14/24	138	68	788
Santa Rosa 10/10/24	122	15	315
Rohnert Park-Cotati 10/12/24	171	74	522.5
Santa Rosa 11/9/24	96	64	473
Windsor 4/26/25	75	42	494
Forestville 5/3/25	150	87	575.24
Sonoma 5/17/25	125	69	495

REPAIR FAIRS

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

Zero Waste Sonoma hosted public Fix-it Clinics with community organizations, volunteers, and local fixers in 2022 and 2023. Starting in 2024, the Agency began to sponsor the organizing of similar Repair Fairs with Reuse Alliance, a local 501 (c)3 non-profit organization.

From 2023-mid 2025, Zero Waste Sonoma sponsored Repair Fairs in 5 Sonoma County jurisdictions. Through an RFP Process, Reuse Alliance was selected as the service provider to bring Repair Fairs to all 10 Sonoma County jurisdictions beginning in FY 2025-2026. Zero Waste Sonoma continues to provide support to local groups interested in hosting additional repair fairs in their community, beyond the events hosted by Reuse Alliance, on an annual basis.



MATTRESS AND SINGLE-USE PROPANE CYLINDER COLLECTIONS

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

MATTRESS COLLECTION EVENTS

JURISDICTION	# MATTRESS EVENTS	# OF MATTRESSES COLLECTED
Cloverdale	1	8
Healdsburg	1	14
Petaluma	1	65
Rohnert Park	1	87
Santa Rosa	2	86
Sonoma	1	9
Unincorporated	2	8
Windsor	1	49
TOTAL	10	326

HHW COST CENTER

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

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

FUNDING: Household Hazardous Waste Cost Center

DURATION: Ongoing

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

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



PARKS COLLECTION BINS

JURISDICTION	# OF DISPOSABLE 1-POUND PROPANE CYLINDERS COLLECTED
Santa Rosa	Spring Lake Regional Park
Unincorporated	Doran Regional Park Westside Regional Park Stillwater Cove Regional Park
TOTAL	3,400

RETAIL PROPANE EXCHANGE LOCATIONS

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

HHW COST CENTER

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

WHO WORKS: Staff and Contractor (Clean Harbors)

FUNDING: Household Hazardous Waste Cost Center

DURATION: Ongoing

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

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

HOUSEHOLD HAZARDOUS WASTE (HHW) PROGRAM

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

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

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

The HHW program has taken advantage of many producer responsibility programs that continue to save ratepayers money. California has passed many producer responsibility and consumer responsibility bills, including SB 212 for pharmaceuticals and sharps, the Mercury Thermostat Collection Act of 2008, as well as AB 1343, the Paint Stewardship Program. These bills require the manufacturers or consumers to pay for the disposal fees so they aren't passed on to the local governments operating HHW programs. Thanks to laws and programs like these, ZWS does not have to pay to dispose of sharps, used oil and oil filters, thermostats, and paint, and ZWS is reimbursed for certain e-waste items and lead-acid batteries. All household batteries will soon be added to the list of items recycled for free.



HHW EVENTS

JURISDICTION	# OF HHW EVENTS	# OF APPOINTMENTS	AVERAGE APPOINTMENTS PER EVENT
Cloverdale	4	203	51
Cotati	2	83	42
Healdsburg	4	278	70
Petaluma	3	106	35
Rohnert Park	2	87	44
Santa Rosa	13	1,054	81
Sebastopol	3	130	43
Sonoma	4	199	50
Unincorporated	11	563	51
Windsor	4	385	96
TOTAL	50	3,088	56

POUNDS OF WASTE COLLECTED PER PROGRAM OR DISPOSAL METHOD

HHW PROGRAM	FACILITY (RESIDENTS)	FACILITY (VSQG)	EVENTS	ROVER	REUSE
Pounds Collected	1,084,665	31,838	126,822	16,600	104,347
TOTAL					1,364,272

PARTICIPANTS PER PROGRAM

HHW PROGRAM	FACILITY	VSQG	EVENTS	ROVER
Participants FY 24/25	17,829	273	2,438	64
Participants FY 23/24	17,084	201	2,647	57
Participants FY 22/23	16,962	175	2,863	52
Participants FY 21/22	16,334	154	2,759	188
Participants FY 20/21	21,074	162	1,487	77
TOTAL	89,283	965	12,194	438



RESULTS HIGHLIGHTS

50 HHW Collection Events were held.

MendoRecycle no longer provides HHW collection events in The Sea Ranch due to agency changes. ZWS took over in 2023 and now offers one event per year. The November 2024 event was extremely successful with over 100 appointments made.

The HHW Programs now accept vape pens from residents only.

1,364,272 pounds of HHW collected in FY 24-25.

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, 2024-June 30, 2026

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, 2024 TO JUNE 30, 2025

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

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

USED MOTOR OIL AND FILTER RECYCLING OUTREACH SUMMARY

TYPE OF OUTREACH	NOTES
89	CCC Site Visits
122,444	Gallons of Oil Recycled
48,349	Number of Filters Recycled
700	Storm Drain Markers Distributed



USED MOTOR OIL AND FILTER RECYCLING OUTREACH SUMMARY

TYPE OF OUTREACH	NOTES
DMV Outreach	7 education/outreach visits were conducted at DMV locations in Santa Rosa and Petaluma.
Home Delivery	Delivered oil filter drainers to 17 residents across Sonoma County.
Community presentations	We provided materials to teachers from the Pasitos Program. The teachers used the materials in a total of 6 presentations given to the parents FY 24-25.
Media Outreach	35 segments (Nuestra Tierra (Our Earth) that airs live in Spanish at KBBF Radio station in Santa Rosa.)
Certified Collection Center Site Visits	Conducted site visits at 89 used oil CCCs and completed CalRecycle required site visit forms. These visits take place January - March of each year. Note: <ul style="list-style-type: none"> • 48 visits were conducted as secret shoppers • 41 visits were conducted as part of the CalRecycle requirements for CCC's in Sonoma County
Labor Centers	5 visits to Labor Centers (Provided used motor oil and filters recycling information to patrons of the Graton, Healdsburg, and Fulton Labor Centers.)
Community Events	Conducted used motor oil and filter outreach at over 60 events. Events usually combined general ZWS topics. For a sampling of events, see page 17.
Riders Recycle Program	Direct outreach at the Rip City Riders Bike & Car Show, O'Reilly Auto Parts in Cloverdale and Windsor, Santa Rosa Cycle Gear, and Z2 Track Day at Sonoma Raceway. 95% of residents surveyed said they recycle their motor oil.
ESL Outreach	4 classes taught (Prepared used oil recycling classroom materials/lesson ("The Family Car") for adult English learners through the Santa Rosa Junior College non-credit ESL program.)



RESULTS HIGHLIGHTS

In FY 24-25, Sonoma County used oil collection facilities collected over 122,000 gallon of used oil and over 48,000 oil filters. This represents an increase in gallons of oil collected from FY 23-24, while filters remained steady. Collection of oil and filters continue to increase at Spud Point Marina and the Central Disposal HHW Facility. This indicates a shift away from residents using retail oil and filter drop off programs, instead relying on County-run facilities for recycling.

Over 500 new oil filter drainers were distributed in FY 24-25.

HHW COST CENTER

JUSTIFICATION: MANDATED - CoIWMP/Section 5.4.1.8
Provide recycling information to all county residents

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

FUNDING: HHW Cost Center

DURATION: Monthly events contracted until December 2026

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

E-WASTE RECYCLING EVENTS

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

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

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



EVENTO GRATUITO DE RECICLAJE DE APARATOS ELECTRÓNICOS

CLOVERDALE

18 al 20 de octubre, 2024 • 9A - 5P
TRAIN DEPOT
501 ASTI ROAD



zerowastesonoma.gov

POUNDS COLLECTED

JURISDICTION	POUNDS OF COVERED E-WASTE (TVS, LAPTOPS AND MONITORS)	POUNDS OF NON-COVERED E-WASTE
Cloverdale	3,358	10,654
Healdsburg	4,586	7,582
Petaluma	17,550	30,074
Rohnert Park	13,079	15,321
Santa Rosa	43,805	69,395
Sonoma	3,674	4,808
Unincorporated	8,105	17,285
Windsor	9,455	13,045
TOTAL	103,612	168,164

RADIO PAID ADVERTISING

RADIO	# 30-SEC. ADS
KFGY	60
KVRV	60
TOTAL	120

NEWSPAPER PAID ADVERTISING

PRINT	# PAID ADS
Press Democrat	13
Sonoma Index Tribune	1
Petaluma Argus-Courier	1
Sonoma County Gazette	2
La Prensa	10
TOTAL	27

E-WASTE COLLECTION EVENTS

JURISDICTION	# E-WASTE EVENTS	PARTICIPANTS AT E-WASTE EVENTS
Cloverdale	2	402
Healdsburg	1	239
Petaluma	2	1,080
Rohnert Park	1	541
Santa Rosa (including Oakmont)	3 Santa Rosa 2 Oakmont	2,353 Santa Rosa 1,012 Oakmont
Sonoma	1	213
Unincorporated	2	561
Windsor	1	513
TOTAL	15	6,914



RESULTS HIGHLIGHTS

6,914 participant donors participated in monthly ZWS and CCNB e-waste events.

99,715 pounds of Covered Electronic Waste (CEW) (TVs, laptops, and monitors) were collected.

180,379 pounds of Universal Waste Electronic Devices (UWED), non-covered e-waste were collected.

HHW COST CENTER

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

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

FUNDING: HHW Cost Center

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

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

E-WASTE COLLECTION AT DISPOSAL SITES

REPORTING PERIOD OF CALENDAR YEAR 2024

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

POUNDS OF E-WASTE COLLECTED BY TRANSFER STATIONS

TRANSFER STATION	CEW WEIGHT (CRT + FLATSCREENS INCLUDED)	UWED WEIGHT	TOTAL WEIGHT
Annapolis Transfer Station	2,227	10,937	13,164
Central Disposal Site	64,484	484,703	549,187
Guerneville Transfer Station	13,967	74,527	88,494
Healdsburg Transfer Station	25,067	172,389	197,456
Sonoma Transfer Station	14,313	93,128	107,441
TOTAL	120,058	835,684	955,742

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

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



ACCEPTABLE ELECTRONIC DEVICES

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

UNACCEPTABLE ITEMS

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

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



RESULTS HIGHLIGHTS

120,058 pounds of covered e-waste was collected at all County Refuse Disposal Sites.

835,684 pounds of non-covered e-waste/universal waste electronic devices (UWED) was collected at all County Refuse Disposal Sites.

HHW COST CENTER

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

SOLAR PANEL RECYCLING EVENTS

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

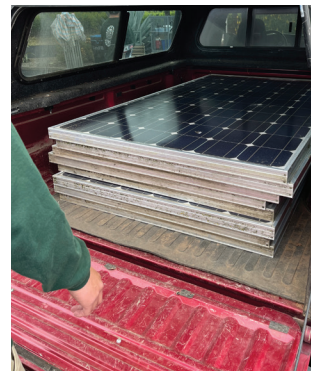
The pilot was used to gather information and to determine how to operate a permanent program in the future. The first six events were held in 2023 and early 2024. The final six events were held in early 2025.

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

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

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

RESIDENTS COULD BRING A MAXIMUM OF 40 PANELS.



SANTA ROSA SOLAR PANEL COLLECTION EVENTS SUMMARY

EVENT DATE	# COLLECTED	# REUSED	# RECYCLED
1/10/25	92	9	83
1/24/25	9	0	9
2/14/25	119	0	119
2/28/25	17	0	9
3/14/25	84	0	84
3/28/25	50	6	44

The grant project was widely considered a success and was celebrated by receiving the Best New Program award from the North American Hazardous Materials Management Association (NAHMMA). The project was also featured on Northern California Public Media’s radio station and podcast.

Through the project, ZWS learned the importance of working with business customers. Grant restrictions prohibited the acceptance of solar panels from businesses, leaving only residents that owned their panels to utilize our program. This resulted in fewer customers and damaged panels that were unsuitable for reuse.

ZWS purchased a property in Windsor that will eventually become a new HHW facility and looks forward to collecting solar panels at that new location in the future.



ADMIN COST CENTER

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

POLICY OVERVIEW

REPORTING PERIOD JULY 1, 2024 TO JUNE 30, 2025

Agency staff worked on a number of legislative projects in this fiscal year. From statewide rulemaking to local research, a range of issues were addressed.

SB 54 - The plastic pollution prevention and packaging producer responsibility act aims to reduce the amount and volume of plastic packaging produced or sold in the state of CA.

The law seeks to eliminate single-use products and packaging that are not reusable, recyclable, or compostable in California facilities by 2032.

This law is in the rulemaking process and will have an impact mostly on producers; however, the effects of SB 54 will flow down to the general public.

In Winter 2024-2025, an ad-hoc committee of the AB 939 Local Task Force was formed to address the issue of artificial, plastic grass.

Over the year, the group met with the goal of providing research related to disposal and environmental concerns related to microplastic shedding of the infill and blade material. Additional issues were identified through the course of this committee gathering. Data was presented to the Zero Waste Sonoma board in November 2025 and guidance was sought from the board to inform further action in the next fiscal year.





THANK YOU!

