

Education and Public Information Component

4.7 EDUCATION AND PUBLIC INFORMATION COMPONENT

The Education and Public Information Component recommends programs to maximize awareness and understanding of waste diversion programs for the residential, commercial (including local government), and industrial sectors. Education and promotional activities are intrinsically tied to the other plan elements in terms of purpose, actions, and scope. A good public education program will create a positive atmosphere for recycling and waste reduction, resulting in a high degree of participation.

Sonoma County takes a regional approach to developing and implementing public education programs for residents and businesses in Sonoma County. Public education campaigns planned on a regional level can lead to significant results and cost savings. The SCWMA has a Public Education Coordinator (PEC) on staff that is responsible for the coordination, implementation, and oversight of the public education programs. Additionally, each city will identify a staff person and dedicate time to creating and implementing jurisdiction specific programs and ensuring that their city is being served by regional programs.

4.7.1 OBJECTIVES

The objectives of the education and public information programs are to increase awareness of and participation in established and new programs to reduce waste by residents and businesses, including non-English-speaking populations. These objectives will be achieved by promoting source reduction (including repair and reuse), recycling, and composting concepts and activities and bringing recycling into the schools by providing information and technical assistance. Specific objectives include:

- The SCWMA, County, Cities, and private waste haulers will coordinate and work cooperatively to provide education to residents and businesses in Sonoma County.
- Maintain a central information source for providing information on source reduction, recycling, composting, hazardous waste and other disposal options.
- Provide residents and businesses with practical information on environmental shopping and the three R's: reduce, reuse, and recycle.
- Increase awareness and encourage maximum participation in programs that reduce the materials in the waste stream, including buyback and drop-off centers, residential curbside recycling, business recycling, and home composting.
- Maximize participation in recycling at multi-family complexes.
- Promote source separation of yard debris by residents and businesses to maximize the use of composting programs.
- Increase awareness of commercial recycling programs, including programs for asphalt, concrete, construction and demolition debris, and wood waste.
- Promote purchase of recycled products in the government and private sector.
- Identify effective communication strategies and implement programs to encourage behaviors that reduce, reuse, and recycle products and materials in non-English speaking communities.
- Use community-based social marketing techniques to increase diversion of targeted wastes, initially paper and yard debris, from the residential waste stream.

- The SCWMA, Cities, and private waste haulers will coordinate and work cooperatively to gather annual recycling/diversion program descriptions with estimated tonnages to be provided to the SCWMA for inclusion in the AB 939 Annual Report.

4.7.2 CURRENT EDUCATION AND PUBLIC INFORMATION ACTIVITIES

In addition to the public information and education materials distributed by local haulers and recycling facilities, the SCWMA conducts a number of public education activities aimed at local residents and businesses. These include the following:

4.7.2.1 Annual Recycling Guide

Targeted towards residents and businesses, the SCWMA produces an annual Recycling Guide--the definitive local resource on source reduction, reuse, recycling, composting, proper disposal of hazardous waste and disposal options in Sonoma County. Sections include motor oil/filter and antifreeze recycling locations; curbside recycling; drop-off recycling; an alphabetized A to Z list by material reuse and recycling; and disposal site information. The theme of the Recycling Guide changes annually reflecting the addition of local programs, targeted diversion materials and statewide initiatives.

About 218,000 Recycling Guides are distributed annually through either bulk mailings or as an insert in the Pacific Bell telephone directory. In addition, distributions are accomplished through grocery store tabloid stands, welcome neighbor organizations, city utility offices, fairs/public events and the Eco-Desk. A .pdf downloadable version of the Guide is available on our web site at www.recyclenow.org.

4.7.2.2 Eco-Desk Hotline

The Eco-Desk Information Hotline (565-DESK) is a telephone and e-mail answering service for responses to inquiries from Sonoma County residents and businesses on all aspects of source reduction, recycling, disposal, and household hazardous waste management. SCWMA staff answers the Eco-Desk 12:00 p.m. to 3:00 p.m., Monday through Friday. At all other times, an extensive telephone message system provides detailed information to the public on a variety of topics including household hazardous waste, oil/filter collection centers (English and Spanish), paint, SonoMax, plastics and seasonal Christmas Tree recycling. Messages left in any of the voice mail boxes are generally responded to the next business day.

The Eco-Desk hotline phone number is advertised on all SCWMA publications, on the SCWMA's web site, in the Pac Bell directory, on single-stream "blue cart" recycling container labels, on countywide applied "No Toxics" refuse can stickers and on promotional giveaways.

The Eco-Desk also serves as a feedback mechanism that provides information on issues and questions the public has about solid waste management. Annual reports are prepared summarizing call volume, questions posed, referrals and web site activity.

4.7.2.3 SCWMA Web Sites

The Eco-Desk web site at www.recyclenow.org is a comprehensive web site that enhances the Eco-Desk resources and currently features 30 unique pages related to residential, business, composting, waste reduction, green building, waste reduction and disposal sites. The "search" function allows residential and business users to locate reuse/recycling by material and area, and the home page changes frequently for special topics and events.

The SonoMax web site at www.recyclenow.org/sonomax is a dedicated business materials exchange web site that allows users to search through materials available and wanted and to post new listings. SonoMax listings compiled on the Eco-Desk database are uploaded weekly onto the web site server.

4.7.2.4 Brochures

The SCWMA provides brochures produced by the Sonoma County Department of Transportation and Public Works (DTPW) on topics including the Central Disposal Site and the load checking program. Brochures produced by the California Integrated Waste Management Board (CIWMB) and Department of Conservation (DOC) are also available.

4.7.2.5 Information Fact Sheets

In addition to the Recycling Guide, the SCWMA has developed a number of information fact sheets for business and residential topics. Fact sheets that focus on business include paper and office recycling; special events recycling; plastics reuse and recycling; hazardous waste management; recycling, reuse and recognition programs; and hazardous waste haulers. Fact sheets that focus on residents include: proper handling of syringes/needles; *A Healthy Environment Begins at Home*; and *Eco-Holiday Guide*.

In addition, depending on planned events, fliers are prepared for industry-specific topics (e.g., wine industry). Fact sheets addressing common questions and answers regarding the landfill, developed by the DTPW, are also distributed by the SCWMA.

4.7.2.6 Presentations

SCWMA staff is available to make presentations to schools and community groups on various topics including source reduction, recycling, composting, and the AB 939 planning process. In addition, a list of speakers capable of making presentations on solid waste issues is maintained by the PEC.

4.7.2.7 Solid Waste Facility Tours

DTPW staff provide tours of the Central Disposal Site which includes the reuse/recycling center, the landfill gas-to-energy system, and the composting site, supported by an overall discussion of site operations.

4.7.2.8 Resource Library

SCWMA staff maintains a resource library containing magazines, videos, and other resources on solid waste management and recycling which is available to the public.

4.7.2.9 Information/Education Exhibits

SCWMA staff develops and staffs an interactive educational booth at the annual Sonoma County Fair and Harvest Fair. Design of the exhibit reflects the annual Recycling Guide's theme. In addition, elements of the exhibit are used at other fairs throughout the year such as the Business Environmental Alliance annual conference, Garden Symposium, Wineries Conference, Earth Day events, and health, environment and safety Days for local company employees. Display components are reused and refurbished when appropriate.

The current educational exhibit focuses on green building. Funded by a one-year grant from the CIWMB, the "Green Building Products Showcase" targets building design professional and features 96 environmentally preferable building products. This portable 2' wide x 8' long x 7' tall traveling display is featured at county/city building departments and at local events (e.g., Harvest Fair and Fall and Spring Home Show). Handouts at the exhibit include a summary of products displayed, sources (including local manufacturer information whenever possible), and a summary of recycling/reuse opportunities for construction/demolition debris including wood, concrete/asphalt, etc. The related web page at www.recyclenow.org/green-building reinforces the topics at the showcase display.

4.7.2.10 Christmas Tree Recycling

The DTPW coordinates and conducts an annual countywide recycling program for Christmas trees. This campaign is promoted through the use of press releases, posters and brochures.

4.7.2.11 Local Hauler Educational Efforts

Local haulers provide detailed information on the recycling services offered to their customers, including curbside recycling services; source-separated debris box services for yard debris, wood waste, scrap metal, and other materials; and hauler-operated buy-back and drop-off centers. Some haulers produce and mail monthly or quarterly newsletters to their customers. The haulers have dedicated staff that assist local schools and businesses by setting up recycling programs, conducting tours, and making presentations. In addition, haulers are being required to implement additional educational programs by local jurisdictions as new franchise agreements are being negotiated.

4.7.2.12 AB 939 Annual Report

The SCWMA prepares and submits its AB 939 Annual Report to the CIWMB in August of each year for the prior year's diversion efforts. The Annual Report includes detailed descriptions of the progress of each program that is diverting materials from landfill disposal in Sonoma County. As an educational tool, the Annual Report is available by request and provides up-to-date program information, including diversion tonnages for programs operated by the jurisdictions. A one-page summary of key data (Annual Diversion Report Card) is also distributed to interested parties.

4.7.3 PUBLIC EDUCATION STRATEGY AND TECHNIQUES

This section describes various techniques used by the SCWMA to disseminate education and public information materials.

4.7.3.1 Media Relations

Paid advertising is included in the SCWMA's budget to provide information about the various programs available. The following methods are used to promote source reduction, recycling, composting, and disposal options related to specific programs managed by the SCWMA:

1. Radio: Radio messages are cost-effective since they reach "hard-to-target" groups such as members of rural communities and minorities.
2. Public Service Announcements: In addition to securing paid radio time, public service announcements (PSAs) are easy and inexpensive to produce and provide a supplemental opportunity to promote specific activities. They cannot, however, be the sole basis of a public education plan since radio and television stations will run them only as time permits.
3. Television: SCWMA uses the City of Santa Rosa Community Media Center to provide information on various solid waste issues and publicizing programs on their bulletin board. Information dissemination through television may be cost-effective for joint public information efforts, particularly for the widely dispersed populations of Sonoma County.
4. Transit and Outdoor Information Dissemination: Outdoor billboards and transit materials can increase a campaign's visibility and raise specific issues particularly in more urban areas. For the unincorporated County, this method will likely be less applicable. The PEC will assess the need and desire for using transit and outdoor information dissemination as part of the countywide education effort.

5. Newspapers/News Stories: Newspaper messages are placed on an on-going basis in local newspapers. Studies show that newspaper messages about local recycling opportunities are more effective in rural area papers than in metropolitan area papers. Additionally, press releases and press events notify the media of newsworthy facts and upcoming diversion programs.
6. On-Line Media Relations: With the increased use of the internet by residents and businesses, on-line media relations continues to develop as an information source. Many websites, in addition to the SCWMA's, feature links to information on topics such as recycling, waste prevention, green building, and other environmental topics.

4.7.3.2 Community-Based Social Marketing Techniques

Community-based social marketing techniques (CBSM) include:

- Identifying barriers and benefits to a sustainable behavior, such as waste prevention or recycling, using focus groups and surveys.
- Designing a strategy that uses behavior change tools, including pledges or commitments from a resident or business, prompts to help people remember a behavior, and development of community norms to encourage desired actions.
- Implementing a pilot program. It is necessary to test social marketing techniques on a smaller selected group to determine whether or not the techniques will actually change behaviors, such as increasing the amount of recyclables. Unsuccessful techniques can be reevaluated and tested again before investment in countywide efforts.
- Evaluating the pilot program to determine the costs and benefits of implementing the program countywide. Once it is determined that a technique is successful, the appropriate educational materials can be developed and distributed.

Information gathered from social marketing techniques is used to refine marketing strategies and will provide information to justify continued funding for a project. The SCWMA will use community-based social marketing techniques to determine how to effectively increase diversion of wastes, such as paper and yard debris, that continue to be a large percentage of Sonoma County's waste stream.

4.7.3.3 Commercial/Industrial Strategy for Waste Diversion

The SCWMA will be responsible for developing and implementing a new comprehensive business-centered program for the Commercial/Industrial sector. The SCWMA program goal is to motivate businesses to reduce the volume and toxicity of wastes disposed and adopt principles of sustainability which further their business priorities.

To the extent that funding allows, the SCWMA will strive to provide personal contact and technical assistance to businesses and trade groups as well as to disseminate written educational materials. Commercial/Industrial contacts will focus on meeting the needs of businesses by providing new ideas, solutions to specific problems, review of waste needs and services, and technical assistance to help businesses meet their goals and improve their bottom line. The SCWMA will also collaborate with other agencies representing related environmental issues such as disaster planning, energy, water, waste water and hazardous wastes, to leverage resources, avoid duplication of efforts and maximize contact opportunities with businesses.

This approach may include providing information to industry associations, business leaders/innovators, and individual companies about environmentally sound business practices that promote sustainability, industrial

ecology, business efficiency, and cost savings. Funding for new commercial waste programs will be generated from landfill surcharges, City fees, and/or other funding sources.

Planned program components include the following steps:

1. Conduct Preliminary Analysis.
 - Analyze the Sonoma County business environment.
 - Create and maintain a Sonoma County business database.
 - Identify and rank high volume waste generators.
 - Identify and rank large generating types of businesses by sector and SIC.
 - Identify highest volume recyclable materials to target.
 - Review effective commercial programs in other California communities.
2. Prioritize Objectives and Design Programs.
 - Rank priorities by sector, industries, generators and materials initially.
 - First year priority will be the construction and demolition sector (developers, contractors, landscapers).
 - Update priorities annually depending on previous year's activities and outcomes.
 - Design program and materials.
3. Implement New Commercial Programs.
 - Conduct ongoing outreach and education program to targeted industries and material types.
 - Provide technical assistance and problem solving to individual businesses.
 - Join business and industrial associations, make presentations, and possibly sponsor events.
 - Promote green purchasing and green building.
 - Expand the commercial waste exchange program and electronic database of users.
 - Promote market development for processing and reuse of recycled material.
 - Create public-private partnerships.
4. Monitor Effectiveness
 - Measure and track program results and effectiveness of various approaches.
 - Review priorities and adjust and/or add programs as needed to reduce the waste and other environmental impacts generated by the commercial/industrial sector.

4.7.3.4 Outreach to Non-English-Speaking Populations

Current outreach to non-English-speaking residents includes bilingual signs on single-stream blue bins and beverage container recycling bins, Spanish messages giveaways (i.e., pens, magnets, etc.), and the recorded Spanish language information on the Eco-Desk about used oil and oil filters recycling locations. In addition, public information materials are translated into Spanish for outreach to local communities.

The SCWMA recognizes that outreach to non-English-speaking residents and businesses may involve different communication techniques than outreach to English-speaking residents. SCWMA staff believes that applying community based social marketing techniques may be necessary to create a successful educational campaign for non-English-speaking populations in Sonoma County. This may involve hiring a contractor to perform focus groups to determine barriers, researching successful educational campaigns implemented by other jurisdictions, testing and evaluating behavior tools such as commitments, prompts, and norms, then developing and implementing the selected strategy.

4.7.3.5 Selected Public Education Programs to Promote Diversion

The following section, organized by program type and generator, describes some of the specific activities that have been operated by the SCWMA.

Residential Source Reduction Promotional Activities

For several years the SCWMA participated in the Bay ROC Shop Smart Campaign, a general awareness environmental shopping campaign focusing on waste reduction education in local grocery stores. Brochures developed by the CIWMB on reducing, reusing, and buying recycled-content materials and environmental shopping are distributed at special events and by request.

Working with local supermarkets, the SCWMA also conducted an annual in-store campaign – “Celebrate Earth Day Sonoma County” – to encourage the use of durable fabric shopping bags. The PEC worked with grocery store owners and distributed posters and cashier buttons during the week of Earth Day.

Home composting and vermicomposting are promoted through the SCWMA’s contractor, the University of California Cooperative Extension (UCCE). UCCE uses brochures, presentations, and education booths to educate residents and schools on how to compost on site. Instructions on other methods to manage yard waste on site, including grasscycling and vermicomposting, are also available from the SCWMA.

Each December, the PEC places holiday reuse and waste prevention and recycling information on the web sites and in association newsletters.

Commercial/Industrial Source Reduction Promotional Activities

To address commercial and industrial source reduction, SCWMA efforts are supported with the brochures developed by the CIWMB. A waste audit checklist is available for businesses upon request. In addition, DTPW staff provide waste audits to those businesses applying to the Sonoma Green Business Program, which is operated by the Sonoma County Department of Emergency Services. Local waste haulers also provide waste audit services. Waste reduction information is also available on the SCWMA web site.

Residential Recycling Promotional Activities

The following techniques are used to promote residential recycling in Sonoma County:

Annual Recycling Guide: The Recycling Guide provides an alphabetical listing of reuse and recycling opportunities for materials: motor oil, oil filters, and antifreeze recycling charts; curbside recycling information; drop-off recycling chart; and household toxics and other disposal options. The Recycling Guide is also available on-line at www.recyclenow.org.

Drop-Off and Buy-Back Center Promotion: The annual Recycling Guide is the main promotional tool used by the SCWMA to promote drop-off and buyback centers and includes details on the types of materials accepted by the centers.

Curbside Recycling Promotion: The annual Recycling Guide is the main promotional tool used by the SCWMA to promote curbside recycling. In addition, the local haulers distribute information regarding their programs to their customers. With the implementation of single-stream recycling, the blue recycling carts have detailed curbside recycling information applied directly to the bins.

Multi-unit Collection Promotion: Haulers provide information on the types of materials collected, including brochures on how to participate, at multi-unit complexes that offer recycling to their tenants.

Reuse/Recovery Facility Promotion. The annual Recycling Guide is the main promotional tool used by the SCWMA to promote the reuse and recovery facilities currently being operated at the Central Disposal Site and the Healdsburg and Sonoma Transfer Stations. These reuse and recovery facilities are included in the alphabetical listing under the types of materials that are accepted.

Commercial/Industrial Recycling Program Promotion

Annual Recycling Guide: In addition to general recycling information, several pages of the Recycling Guide focus on recycling services available to the business community. The Recycling Guide is also available on-line at www.recyclenow.org.

Green Building: The “Green Building Products Showcase,” a portable traveling display, features 96 environmentally preferable building products and is displayed at county/city building departments and at local events (e.g., Harvest Fair and Fall and Spring Home Show). The related web page at www.recyclenow.org/green-building enforces the topics at the showcase display.

Commercial Source Separation: The annual Recycling Guide is the main promotional tool used by the SCWMA to promote source separation of recyclable materials by commercial businesses. Local haulers also provide information on how to source separate materials, such as glass, office paper, and tin, for customers who request recycling services.

Commercial Single-Stream Recycling: The annual Recycling Guide, the Eco-Desk, and the website are the SCWMA’s the main promotional tools used for single-stream recycling. Where single-stream recycling is offered to commercial customers, hauler provide information when setting up new service. If a customer generates a large amount of office paper and/or cardboard, the hauler will continue to provide separate bins for recycling these materials.

Office Paper Recycling Fact Sheet: The SCWMA has developed an instructional fact sheet, available upon request, explaining how to establish office recycling programs.

Special Events Recycling Fact Sheet: The SCWMA has developed an instructional fact sheet, available upon request, explaining how to recycle materials generated at special events. In addition, this fact sheet is being distributed to agencies who issue permits for special events for inclusion in the permit application packets.

Green Purchasing Policy: The SCWMA has adopted a green purchasing policy that focuses on procurement of materials with recycled content. The SCWMA is working with each jurisdiction to adopt similar policies and to implement green purchasing within their offices.

Residential Composting Program Promotion

Home composting, a source reduction program, is promoted through the SCWMA’s contractor, the University of California Cooperative Extension (UCCE). UCCE uses brochures, presentations, and education booths to educate residents and schools on composting techniques. In addition, educational materials are distributed to local businesses, such as nurseries and hardware stores, for counter display.

Residential curbside collection of yard debris is available to all residents in Sonoma County. Many communities are in transition from collection yard debris every other week to weekly collection, and are, therefore, receiving additional educational material on the changes taking place. Residents are regularly provided information by their haulers, including newsletters and brochures. In December, additional information is provided to residents on how to prepare their Christmas trees for recycling.

The composting operation is currently located at the Central Disposal Site where tours of the facility are available to school students, community groups, and other interested parties. The contractor produces brochures and informational flyers about the various materials available to the public.

Special Waste Promotional Programs

White Goods: The annual Recycling Guide is the main promotional tool used by the SCWMA to inform residents on how to donate or recycle old appliances.

Construction and Demolition Debris Programs: The annual Recycling Guide is the main promotional tool used by the SCWMA to promote recycling of construction and demolition debris. In addition, the DTPW has implemented economic incentives at the solid waste disposal facilities to encourage recycling rather than disposal of construction and demolition debris. A list of recycling and reuse locations is also available at the "Green Building Products Showcase."

The SCWMA has made a commitment to increase the amount of construction and demolition debris (C&D) recycling as part of the request for a time extension on meeting the AB 939 50% diversion goal. This commitment includes researching other jurisdictions approaches and adopting ordinances or regulations that reduce the amount of C&D waste disposed. The SCWMA believes that sufficient economic incentives exists that the private sector can successfully develop the infrastructure necessary to process the flow of materials currently being generated in Sonoma County. Until the private sector can permit, develop, and construct these facilities, a temporary C&D material sorting area is proposed for the Central Disposal Site. Special education and promotional materials will be developed to provide information about the temporary program. The SCWMA will develop instructional fact sheets regarding recycling and reuse opportunities for select C&D materials. These fact sheets, updated as needed, will be distributed with new city/county building and demolition permit applications. C&D processing facilities are included in the NDFE as proposed new facilities.

Other Residential Programs

It has been the experience of SCWMA staff that the effectiveness of educational campaigns decreases after the campaign has been offered for two or three years. Therefore, in order to keep the promotional messages fresh and interesting, SCWMA will rotate a variety of education campaigns to help keep the public interested. As new promotional campaigns are developed, SCWMA staff will evaluate the potential of implementing them in Sonoma County. Educational campaigns may include:

Earth Day: Earth Day is celebrated worldwide on April 22nd, although many programs and activities extend through that week in April. The SCWMA has conducted an annual grocery-store campaign for the past three years to encourage the use of canvas shopping bags. The PEC worked with grocery store owners and distributed posters and buttons during the week of Earth Day. Other potential programs could include educational booths at public events, government centers, and/or larger businesses and distribution of table-top displays.

Second Chance Week: Second Chance Week is an annual statewide reuse education campaign held in October. Potential programs include distributing table-top displays of information on the program to libraries and other public places and holding special collections of reusable materials at government centers and large businesses to encourage employees to donate materials rather than disposing them.

America Recycles Day: America Recycles Day is an annual national recycling education campaign held in November. The PEC distributes table-top displays of information on the mission of America Recycles Day. Recycling pledge cards for residents to complete can be found on the SCWMA's web site.

SCWMA staff will continue to develop the following educational campaigns annually:

Educational Display Booths: The PEC develops and installs educational display booths each year at the Sonoma County Fair and the Harvest Fair. The booth's theme changes annually to reflect State and local activities and is used to display information about many different waste reduction practices.

Christmas Tree Recycling: The DTPW coordinates the annual Christmas tree recycling program including public drop-off locations, curbside collection, and non-profit collection. Since the program has been in place for many years, annual press releases announcing the locations are all that is necessary for participation at the drop-off locations. Haulers provide residential curbside customers with specific instructions on how to prepare their Christmas trees for recycling in their yard debris containers. Local non-profit organizations provide pickup services for residents who schedule collection for a nominal donation.

Other Commercial/Industrial Programs

Green Building: The concepts of green building include promoting source reduction, reuse, recycling, buy recycled and efficient resource use. Activities to foster green building may include working with cities and counties on green specifications and RFPs; working with local building associations and city/county building departments on establishing criteria and/or rating system to evaluate green buildings; and promoting and educating the public and building professionals about green building and how to incorporate green building concepts into designs.

Sonoma Green Business Program's Winery Subcommittee: The PEC participates in the Sonoma Green Business Winery Subcommittee, managed by the Sonoma County Department of Emergency Services, to explore options for reuse and recycling of wine bottles, corks, film plastics, and other source reduction and recycling programs that can be implemented at wineries.

Clean Your Files Week: In the spring of each year, a national campaign focuses on paper recycling in offices. Posters, electronic mail, and brochures encourage office workers to reduce the amount of paper used and to recycle office paper.

Commercial/Industrial Outreach: The SCWMA is planning on increasing education and public information outreach towards businesses. Outreach programs would include coordinating with business groups such as the Business Alliance Council and the North Coast Builders Exchange. Outreach could include targeted materials brochures, presentations and other assistance to specific business groups, and staffing vendor tables at special workshops or seminars that focus on the business community.

Buy-Recycled Education Program

There are many benefits to developing a Buy-Recycled Education Program including:

- Reducing waste going to landfills. Diverted materials are made into new products and not disposed of, so landfill space is conserved.
- Reducing manufacturing waste and pollution. In most cases, making products from recycled materials creates less air pollution, water pollution, and waste than making products from virgin materials.
- Reducing energy consumption. Recycled products usually take less energy to make: recycled aluminum, for example, takes 95 percent less energy to make than new aluminum from bauxite ore.

- Creating jobs. The manufacturing process for recycled products creates far more jobs than waste disposal, and recycling is frequently the least expensive waste management method for cities and towns.
- Improving markets. Purchases that include recycled content help to create a demand for materials collected in local government recycling programs, thereby helping support those markets.

The SCWMA's current activities to promote buy recycled include the Green Building Products Showcase on display at city and county building departments which features recycled content construction products (including manufacturer and distributor information); extensive buy recycled information for residents and businesses on the SCWMA's web site; participation in Bay ROC's annual Buy Recycled Office Paper media campaign promotion; articles about the benefits of buying recycled in the SCWMA's newsletters; and buy recycled displays at fairs and public events.

The SCWMA is currently in the process of developing a model green procurement policy for government purchasing agents. Further SCWMA efforts to increase buying recycled could include distributing and promoting the SCWMA's model green procurement policy to the business community.

School Education Program

A good school recycling and waste reduction program is essential to an effective public information campaign. A school program establishes waste reduction ideals early. Wasteful habits can be discouraged, ensuring that future adults will be knowledgeable about important waste reduction issues. Often children are a source of information for their parents about recycling and source reduction. Also, recycling education programs go hand in hand with in-school recycling programs.

The SCWMA has already made efforts toward bringing recycling education into the schools with class presentations and the provision of recycling lessons and activities and specialized curriculum to teachers. Under contract to the SCWMA, Bay Area Creative Re-Use (BACR) makes scrap materials that would otherwise be landfilled available to teachers for various art projects and environmental education projects. Scrap materials are donated by local manufacturers and other businesses to BACR.

The AB 939 Local Task Force has formed an ad hoc committee to work with local schools to divert additional recyclable materials from their waste streams. Surveys of the superintendents of the 37 school districts in Sonoma County have shown that the majority of the school districts have policies that focus on a combination of recycling, green purchasing, and/or construction and demolition diversion. Many of the school districts have ongoing recycling programs that divert materials such as office paper, beverage containers, and yard waste.

Local haulers will continue to provide technical assistance to schools to perform waste audits to determine the recyclable materials that need to be targeted and provide information on developing in-school recycling programs. SCWMA staff are also available to provide technical assistance. DTPW staff will continue to lead tours of the Central Disposal Site for school groups upon request.

4.7.4 PROGRAM IMPLEMENTATION

Education and public information programs were selected to integrate with programs recommended in the Source Reduction, Recycling, Composting, and Special Waste components. Table 4-36 is the implementation schedule for the education and public information programs, including the identified tasks and the responsible parties.

4.7.4.1 Responsible Entities and Funding Sources

All of the programs described are ongoing and are included in the SCWMA's annual budget. In addition, the SCWMA's budget includes a full-time Public Education Coordinator (PEC) to develop and produce new

education and public information materials and to obtain existing materials from other sources such as the CIWMB.

Media efforts include writing and distributing press releases and public service announcements; developing and distributing public education materials such as the annual Recycling Guide, brochures, and fact sheets; and, radio advertising.

The SCWMA's annual budget includes a cost center for the implementation of education programs. In fiscal year 2001/02 the education cost center is anticipated to receive revenues of approximately \$247,000 from the surcharge on tipping fees collected at the solid waste disposal sites in Sonoma County. Specific programs implemented under the education cost center include the Recycling Guide printing and distribution (\$57,550); public information media campaign (\$25,000); environmental shopping campaign (\$5,000); green purchasing policy development and implementation (\$10,000); home composting implementation (\$15,100); telephone book advertising (\$3,010); internet web site (\$540); and printing for brochures, flyers, posters and other educational materials (\$4,500). Staff costs include the PEC (\$68,640) and administrative assistance (\$18,766) Ongoing costs include overhead such as insurance, office expenses, accounting, auditing, and legal services. Future budgets are expected to continue or increase this level of support.

4.7.5 MONITORING AND EVALUATION

This section describes the methods that will be established to monitor the success of the public education programs. It also contains the evaluation criteria for determining program effectiveness, names the parties responsible for program monitoring and evaluation, describes the funding requirements, and describes contingency measures to be implemented if it is determined that the public education program is not achieving its goal. The monitoring program will occur annually, and a summary report will be prepared.

4.7.5.1 Methods to Quantify and Monitor Achievement of Public Education and Program Objectives

To establish a baseline for monitoring the effectiveness of the public education efforts, a statistically significant, randomly generated telephone survey was conducted in 1996. The survey provided information on the current level of public attitudes about and awareness of programs available to each sector in Sonoma County: non-English speaking residents, businesses, and general residents. Results of the survey showed that awareness of the curbside recycling program (86%) and recycling centers at county solid waste facilities (79%) is very high. Also, awareness of other recycling centers (66%), curbside yard debris collection (70%), home composting program (66%), and household toxic roundups (71%) is high. The Eco-Desk Hotline is also used as a method of determining and monitoring changes in public awareness. Annual reports include information on the number of calls and the category of information requested by callers.

4.7.5.2 Criteria for Evaluating Program Effectiveness

The effectiveness of the public education program will be evaluated by applying the following criteria to each activity:

1. Were all waste generators aware of the source reduction, recycling, and special waste reduction programs available to them? A random survey conducted in 1996 determined the existing level of awareness. Changes in awareness will be measured in a similar survey at the end of the short- (2003-2008) and medium-term (2009-2018) planning periods.
2. What was the participation level in the source reduction, recycling, and special waste recycling programs, based on survey information and registration within programs? The existing level was determined by the random survey conducted in 1996 and a tally of businesses currently signed up for workshops and waste audits. The same measurements will be taken for evaluating purposes in future years.

3. Were community based social marketing techniques, such as prompts, commitments, and norms, successful in increasing resident behaviors that divert more recyclable materials?
4. What were the levels of participation for environmental shopping? There may be a limited survey in major grocery stores to determine buyer attitudes and environmental purchasing patterns.
5. Were the required tasks executed?
6. Were the tasks implemented on schedule? A specific task schedule for each program will be developed in advance.
7. How much media coverage was placed successfully by the SCWMA?

4.7.5.3 Costs and Parties Responsible for Program Monitoring, Evaluating and Reporting

Surveys, program evaluation, and report preparation will be performed on a regional level. SCWMA staff is responsible for evaluating participation. The survey report will establish a baseline for the level of public awareness from which to gauge the effectiveness of the Education and Public Information Component.

The funding requirements for the annual monitoring and evaluation program include the staff time required to conduct surveys, review data, determine program effectiveness, and prepare a written report summarizing the progress toward meeting public education objectives. Funding sources are discussed in section 4.9.

4.7.5.4 Contingency Measures

The following contingency measures will be implemented if the monitoring criteria identified in section 4.7.5.2 show education objectives are not being attained.

1. If the anticipated levels of public awareness are not attained, the SCWMA plans to consider implementing the following in conjunction:
 - Target and correct identified shortcomings using information generated by the surveys conducted at the end of the short- (2003-2008) and medium-term (2009-2018).
 - Work with the DTPW to evaluate the possibility and effectiveness of installing a low-powered radio station at the Central Disposal Site as a public information distribution method
 - Work with the DTPW to evaluate the possibility and effectiveness of installing an electronic message sign at the Central Disposal Site as a public information distribution method.
 - Review the effectiveness of selected public education campaigns.
2. If the required tasks are not executed by the responsible entities, the SCWMA plans to consider implementing the following:
 - Reevaluate PEC performance and staff adequacy.
 - Revise job and task descriptions of employees involved in public education.
3. If tasks are not implemented according to schedule, the SCWMA plans to consider implementing the following:

- Reevaluate PEC performance and staff adequacy.
- Revise job and task description of the PEC and any other involved in public education.
- Revise and expand schedules to reflect changing needs identified by surveys at the end of the short- (2003-2008) and medium-term (2009-2018).

