

# SONOMA COUNTY WASTE MANAGEMENT AGENCY

## BEVERAGE CONTAINER RECYCLING PROGRAM

SUMMARY REPORT  
for  
1999-2000 Funding Cycle  
Implemented Fiscal Year 2000-2001



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## **SPECIAL EVENTS RECYCLING**

Although budgeted from the 1999/2000 Funding Cycle, no special program was implemented targeting large venues that hold special events. Most large venues prohibit glass containers and require vendors to serve beverages in disposable paper or plastic cups.

Since no carryover is authorized under this program, funds budgeted for special events recycling were encumbered into agreements for the construction, placement and service of beverage container recycling bins for local parks.

## **PARKS RECYCLING**

Although recycling occurs to a limited extent in some of the County's parks, there has been no formal beverage container recycling program implemented in the past. This program will focus on placing recycling bins and providing service first to County parks, then local city parks, and finally local State parks. All containers constructed during this funding cycle were placed in County parks, choosing at least one County park near to each local jurisdiction. Construction of recycling bins was completed in June, and placement began in late June and through July.

Successes: 31 beverage container recycling bins were placed in the following parks: Spring Lake (8), Kenwood Plaza Park (1), Sonoma Valley Dog Park (1), Larson Park (1), Maxwell Park (4), Crane Creek (1), Helen Putman (1), Doran Beach Park (10), Westside Park (3), and Steel Head Beach (1).

Failures: None

Future Work: The Sonoma County Probation Department is under contract to construct, place, and service an additional 24 beverage container recycling bins.

## **TRANSIT AREA RECYCLING**

Twenty Eco-Pop stainless steel pyramid tops were purchased for the City of Petaluma to install on top of the existing trash recepticals at transit areas. The pyramid tops are open to allow scavenging or the franchised hauler services them as part of regular service of city trash containers.

Successes: Twenty new locations for collecting beverage container recycling were created by installing the pyramid tops.

Failures: None

Future Work: None planned at this time, but if requested additional recycling bins will be installed in local transit areas.

## **COLLECTION SERVICES**

Although budgeted from the 1999/2000 funding cycle, placement of beverage container recycling bins was delayed to June due to construction delays. Therefore, collection services did not begin until July. These funds were encumbered into agreements to pay for services once collection began.

## **SCHOOL RECYCLING**

Cali Calmecac Charter School in the Town of Windsor requested assistance to purchase three pairs of beverage container recycling bins for aluminum and plastic containers. Pairs were placed near the multi-purpose room and on the north and south ends of the upper soccer field. The Student Council collects the aluminum and plastic containers and takes them to a local recycling center.

Successes: Cali Calmecac installed recycling bins to collect aluminum cans and plastic containers.

Failures: None.

Future Work: Additional beverage container recycling bins will be purchased for local schools as requests are received.

## **ROADSIDE LITTER ABATEMENT PROGRAM**

Funding from the 1999/2000 cycle allowed the SCWMA to sponsor a volunteer roadside cleanup program designed after the State's Adopt-a-Highway program and the County's Community Cleanup program. The Santa Rosa Cycling Club did two cleanup days along a 10-mile section of West Dry Creek Road. Volunteers are required to separate any recyclable items (paper, aluminum, glass, plastic, etc) and any banned materials (tires, appliances, etc.) from the trash that they collect.

The program covers safety vests, trash bags, tools, recognition signs and disposal fees. Volunteers are required to commit to doing roadside cleanups for at least 2 years.

Successes: In addition to an unknown quantity of recyclables, the volunteers collected 2 cubic yards of trash and 8 tires.

Failures: None.

Future Work: The Santa Rosa Cycling Club continues to do roadside cleanups twice a year. The program will continue to be available to other interested groups.

## **PROMOTION AND EDUCATION**

**Eco-Desk Hotline:** The Eco-Desk is the Agency's ongoing hotline and 24-hour voice mail system. This system disseminates information on beverage container recycling, among other information. No monies were designated for this program from the 1999/2000 funding cycle.

Audience: Sonoma County residents or businesses.

Reason Selected: The Agency already operated the hotline; therefore it made sense to utilize the existing resource.

Materials Developed: The hotline number is printed on the signs for the recycling bins.

Outcome: The phone system is not capable of tracking callers who only utilize the recorded system. The hotline is answered for three hours per day during the week.

Future Work: The Eco-Desk will continue to be used as a resource to disseminate information about beverage container recycling.

**SCWMA Internet Web Site:** The web site located at [www.recyclenow.org](http://www.recyclenow.org) includes information on beverage container recycling, among other information. Some monies from the 1999/2000

funding cycle were used to purchase additional software to allow a linked page to be created that focuses on beverage container recycling.

Audience: Sonoma County residents or businesses.

Reason Selected: The Agency already maintained the web site; therefore, it made sense to utilize the existing resource.

Materials Developed: The web site address is printed on the signs for the recycling bins.

Outcome: It is possible to track the number of "hits" on the beverage container recycling page.

Future Work: The Agency web site will continue to be used as a resource to disseminate information about beverage container recycling.

**Sonoma County Recycling Guide**: The Recycling Guide is published annually, includes information about beverage container recycling, and is direct mailed to all Sonoma County residents in February each year. No monies were designated for this program from the 1999/2000 funding cycle.

Audience: Sonoma County residents.

Reason Selected: The Recycling Guide is an annual publication. Residents are encouraged to keep the Recycling Guide as a directory and on-hand when they need recycling information.

Materials Developed: Booklet brochure/directory of recycling opportunities in Sonoma County.

Outcome: 250,000 brochures are distributed.

Future Work: The Guide is updated and distributed annually and will continue to include information about beverage container recycling.

**Educational Fair Booths**: Each year the Agency selects a focus for an educational booth to be used at the Sonoma County Fair (14 days in July and August) and the Harvest Fair (3 days in October). Monies were provided from the 1999/2000 funding cycle to purchase the materials necessary to create the educational booth, and one of the new beverage container recycling bins was incorporated into the booth so that residents could see the new bins.

Audience: Fair attendees, mostly Sonoma County residents.

Reason Selected: Focusing on beverage container recycling allowed the Agency to underscore the importance of recycling by unveiling a new program. Fairs are a highly visible means of reaching a large number of residents.

Materials Developed: Educational booth used at two fairs.

Outcome: Reached approximately 250,000 residents.

Future Work: Each year a new focus is chosen for the educational booths.

## **OTHER/GRANT ADMINISTRATION**

Grant administration is done by Donna Caldwell, Integrated Waste Specialist. Educational and graphics support was provided by Karina Chilcott, Integrated Waste Specialist. Administrative support services include staff time by the Agency Director, Departmental Analyst, Clerk Typist II, temporary help and school interns.

## CONTRACTORS, SUBCONTRACTORS AND VENDORS

Sonoma County Probation Camp  
Bill Goodanetz, Field Supervisor  
6201 Eastside Road  
Forestville, CA 95436  
(707) 565-1175  
*Constructed beverage container recycling bins, attached signs, placed bins, and provides collection services.*

Sonoma County Regional Parks  
2300 County Center Drive, Ste. 120A  
Santa Rosa, CA 95403  
(707) 565-2041  
*Provided bin signs.*

Eco-Pop Designs  
P.O. Box 269  
Pacifica, CA 94044  
(650) 728-9220  
*Provided pyramid tops for trash containers for transit areas in the City of Petaluma.*

Recy-Cal Supply Company  
40880B County Center Drive, Ste. P  
Temecula, CA 92591  
(800) 927-3873  
*Provided recycling containers for Cale Calmecac Charter School.*

BWS Distributors, Inc.  
P.O. Box 6325  
Santa Rosa, CA 95406  
*Safety equipment for Roadside Litter Abatement Program.*

Econoline Signs  
1805 Empire Industrial Court  
Santa Rosa, CA 95403  
707/542-3086  
*Promotional stickers.*

Concept Marketing Group  
3433 Briertown Court  
Walnut Creek, CA 94508  
925/944-9652.  
*Magnets, balloons, bilingual video pens.*

Charrette Solutions  
2278 B Pike St.  
Concord, CA 94520  
*Plotter paper and ink cartridges for printing posters.*

Outwater Plastics Industries, Inc.  
P.O. Box 18190  
Phoenix, AZ 85043  
800/631-8375  
*Connectors for plexiglass panels of fair booth.*

MetaMorf Design, Inc.  
Colin Reedy  
2700 4<sup>th</sup> Ave. S.  
Seattle, WA 98134  
206/903-6332  
*Booth chair made of recycled plastic.*

Brett VanNatta  
P.O. Box 1283  
Kenwood, CA 95452  
707/833-6351  
*Fabrication for fair booth.*

E&M Electric & Machinery  
126 Mill Street  
Healdsburg, CA 95448  
*Electronic/lighting wiring and engineering services for fair booth.*

Sonoma County Fairgrounds  
P.O. Box 1536  
Santa Rosa, CA 95402  
707/545-4200  
*Booth rental fees for Sonoma County Fair and Harvest Fair.*

Educational Fair Booth materials obtained from:

Home Depot  
Radio Shack  
YardBirds  
Riley Street

Tap Plastics  
Bed, Bath & Beyond  
Dollar Tree