

SONOMA COUNTY WASTE MANAGEMENT AGENCY

BEVERAGE CONTAINER RECYCLING PROGRAM

SUMMARY REPORT
for
2000-2001 Funding Cycle
Implemented Fiscal Year 2001-2002



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SPECIAL EVENTS RECYCLING

Although budgeted from the 2000/2001 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

This program continues to focus on placing recycling bins and providing service to County parks, local city parks, and local State parks. The Sonoma County Probation Department was contracted to construct an additional 30 recycling bins and continued to place containers during this funding cycle. In addition, orders for recycling bins for the City of Rohnert Park (60 bins) and the California State Parks, Russian River District (100 bins) were placed with Eco-Pop Designs of Pacific Grove, California.

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 place and service 85 beverage container recycling bins.

COLLECTION SERVICES

Collection services for those recycling bins constructed by the Sonoma County Probation Department began in July. An estimated 97,202 beverage containers (22,278 pounds) were collected and recycled. Estimates are based on the Department of Conservation's figures of number of containers per pound.

SCHOOL RECYCLING

Piner High School in the City of Santa Rosa requested assistance to purchase four beverage container recycling bins for aluminum and plastic containers. The Environmental Studies class collects the aluminum and plastic containers and takes them to a local recycling center.

Successes: None.

Failures: Environmental class teacher reduced her hours to part-time. As a result the Environmental class was discontinued because the teacher could only teach the basics as a part-time teacher. The school itself was unsupportive of the program.

Future Work: Bins purchased will be relocated to another school. Additional beverage container recycling bins will be purchased for local schools as requests are received.

ROADSIDE LITTER ABATEMENT PROGRAM

Funding from the 2000/2001 cycle allowed the SCWMA to continue 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. According to the program procedures, 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 includes information on beverage container recycling, among other information.

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. In 2000/2001 the Recycling Guide was distributed with the SBC/Pacific Bell telephone book beginning in April.

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 2000/2001 funding cycle to purchase the materials necessary to create the educational booth floor which used the DOC developed materials "When Cans Dream" and "When Bottles Dream" graphics. Funding from this grant cycle also covered a limited amount of staffing for the booth.

Audience: Fair attendees, mostly Sonoma County residents.

Reason Selected: Fairs are a highly visible means of reaching a large number of residents.

Materials Developed: Educational booth floor 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

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.

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.

E&M Electric & Machinery
126 Mill Street
Healdsburg, CA 95448

Electronic/lighting wiring and engineering services for fair booth.

Lux Metals
P.O. Box 11534; 90 Ridge Way Avenue
Santa Rosa, CA 95406
707/546-1821

Booth metal fabrication for Sonoma County Fair and Harvest Fair.

Recy-Cal Supply Company
40880B County Center Drive, Ste. P
Temecula, CA 92591
(800) 927-3873

Provided recycling containers for Piner High School.

Sonoma County Fairgrounds
P.O. Box 1536
Santa Rosa, CA 95402
707/545-4200

Booth rental fees for Sonoma County Fair and Harvest Fair. Advertising in fair guide.

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.

Troppy One Painting
830 McConnell Avenue
Santa Rosa, CA 95404
707/527-6434

Education booth floor preparation and delivery.

Weisenbach Specialty Printing
437 Holtzman Avenue
Columbus, OH 43205
614/251-8585

Bird feeder adapter for one-liter soda bottles.

Educational Fair Booth materials obtained from:

Tap Plastics
Reliable Hardware

YardBirds