

SONOMA COUNTY WASTE MANAGEMENT AGENCY

BEVERAGE CONTAINER RECYCLING PROGRAM

SUMMARY REPORT
for
2001-2002 and
2002-2003 Funding Cycles
Implemented Fiscal Year 2002-2003



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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 continue placing containers during this funding cycle. In addition, the following was completed during this fiscal year:

- 24 recycling bins were ordered for the City of Sebastopol (24 bins).
- Placement of recycling bins ordered for the City of Rohnert Park in fiscal year 2001-02 was completed.
- The staff of the California State Parks, Russian River District completed placement of the 100 Eco-Pop Designs recycling barrels purchased in fiscal year 2001-02.
- The City of Cotati ordered and placed 3 sets of 4 containers for their revitalized downtown area. The sets of containers included separate bins for aluminum, glass, plastic, and trash. The grant program covered 75% of the cost of these containers.
- 80 containers were purchased for the Town of Windsor. City staff are placing the containers as work time permits.
- 30 containers were purchased for the City of Sonoma for the main Plaza and along bikepaths. In addition 4 pyramid tops were purchased for the City for testing in the Plaza.

Successes: In addition to the 31 beverage container recycling bins were placed in fiscal year 2001-2002, an additional 21 containers have been placed in County parks. The following Sonoma County parks now have recycling bins: Spring Lake (14), Kenwood Plaza Park (1), Sonoma Valley Dog Park (1), Larson Park (1), Maxwell Park (4), Crane Creek (1), Helen Putman (1), Doran Beach Park (9), Westside Park (3), Wayside Park (1), Memorial Beach (3), Ragle Ranch (2), River Park (1), Shiloh Park (1), and Steel Head Beach (1). Two recycling bins were placed Jack London State Park, and eight were placed in Sugar Loaf State Park. Recycling bins have also been placed in City parks as discussed above.

In 2002, Sonoma Coast parks recycled 11.61 tons of material, and in 2003 22.36 tons, a 48% increase, were recycled. Staff at the State Parks attributes this increase entirely to the Eco-Pop recycling bins purchased under this grant program.

Failures: None

Future Work: The Sonoma County Probation Department is under contract to place and service a total of 85 beverage container recycling bins.

COLLECTION SERVICES

Collection services for the recycling bins constructed by the Sonoma County Probation Department continued for County parks and the city parks in the City of Rohnert Park. An estimated 97,202 beverage containers (22,278 pounds) were collected and recycled from July 1, 2001 to June 30, 2002. From July 1, 2002 to June 30, 2003, 175,138 beverage containers (30,156 pounds) were collected and recycled, representing a 44% increase in the number of containers captured (26% increase by weight). Estimates are based on the Department of Conservation's figures of number of containers per pound.

IN-HOUSE RECYCLING IN COUNTY OFFICES

Sonoma County offices had a very limited beverage container recycling program. An intern was hired during this fiscal year to survey the program to determine where existing bins were located, how many offices were collecting beverage containers to donate fund to charities, and how many offices wanted recycling bins and collection services. Initially, the intern relocated the existing bins to distribute them more evenly and placed new labels on the containers.

Beverage container recycling services was included in the competitive bid process for the County's in-house recycling program that includes cardboard, office paper, and mixed paper. The grant funds cover the cost of collection of the beverage containers, and the hauler will redistribute recycling bins if a location is not being used. Collection services began January, 2003. An estimated 10,909 (1,205 pounds) of beverage containers were collected from County offices.

Successes: 19 recycling bins were located in various County offices on the main administration campus in Santa Rosa. An additional 34 containers were ordered.

Failures: None

Future Work: Industrial Carting, a local hauler, is under contract to place bins as requested and service the recycling bins on a weekly basis.

SCHOOL RECYCLING

The four beverage container recycling bins originally purchased for Piner High School in fiscal year 2001-02 and four additional containers purchased from this fiscal year were placed at the Rancho-Cotati High School in Rohnert Park. Four recycling bins were also purchased for Creekside Middle School in Rohnert Park and for Elsie Allen High School in the City of Santa Rosa.

Successes: With assistance from the local hauler for the City of Rohnert Park, a new location was found for the containers no longer used by Piner High School.

Failures: Staff has made numerous requests for data on the number of containers recycled by each of the schools without success. Fortunately, the total number of beverage containers recycled is estimated to be low and, therefore, not as significant as other aspects of the grant implementation.

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

ROADSIDE LITTER ABATEMENT PROGRAM

Funding from this grant 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. In addition, Nor Cal Bike Sport and the Bike Peddler, two local bicycling retailers, collected materials along a 5-mile section from Graton Road to Tieneuda Road near the unincorporated community of Graton. Participants at this cleanup collected four 32-gallon bags of glass bottles and three 32-gallon bags of mixed aluminum cans

and plastic bottles. Facilities to weigh these bags was not available at the Occidental Transfer Station where the material was recycled.

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 bottles and cans as discussed above, the volunteers collected five cubic yards of trash.

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

With funding available in fiscal year 2002/03 from two funding cycles, Arcadia Marketing Services was contracted to complete the following tasks:

- Develop an overall campaign in coordination with Sonoma County Regional Parks.
- Design outreach materials.
- Meet with Sonoma County Regional Parks staff and coordinate the use of public education materials in the parks.
- Oversee the development of four hand-painted benches to promote beverage container recycling.
- Purchase television spots in English and Spanish.
- Develop media relations to announce the new beverage container recycling program in the parks.

With these tasks in mind, Arcadia Marketing Services accomplishments included:

- a bilingual "Recycling in the Parks" brochure, using a Latino outreach coordinator to distribute the brochure at various parks and other venues;
- coordinating with the Sonoma County Regional Parks to include recycling bin locations on their web site;
- placing articles in the Sonoma County Regional Parks Foundation newsletter;
- coordinating the creation and placement of four ArtStart benches;
- placing DOC television commercials on local channels;
- developing and distributing Spanish recycling posters; and
- distributing a holiday news release.

These accomplishments are discussed in detail below. Additional funds were encumbered into

this agreement to place additional television commercials during fiscal year 2003-2004.

Bilingual “Recycling in the Parks” Brochure and Latino Outreach: Written in Spanish and English, this brochure describes which materials are accepted in the recycling bins that have recently been installed in Sonoma County Regional Parks. The brochure also lists the parks where recycling containers are available, explains why individuals should recycle, and provides phone numbers and web sites for additional information. In addition to distribution through a Discovery Center at one of the parks and through local events, a Spanish-speaking outreach expert intercepted Latino park visitors and explained the brochure and recycling program to them in person. She also presented at English-as-a-Second Language classes and Latino church groups and schools to educate local Latinos about recycling bottles and cans.

Audience: Sonoma County residents, visitors to Sonoma County Regional Parks.

Reason Selected: The recycling bins are new to Sonoma County Regional Parks, and park users need to be educated about the availability of recycling in the parks. Also, a large percentage of the parks users in Sonoma County are Spanish-speaking, so special efforts were made to conduct outreach to this population.

Materials Developed: Bilingual brochure, 15,000 copies.

Outcome: The Latino outreach expert kept a log of her outreach in the parks and at other locations frequented by Sonoma County Latinos. She distributed more than 900 brochures and DOC recycling gifts.

Future Work: Brochures will continue to be available at the Discovery Center and local events.

Sonoma County Regional Parks Web Site: This year, the Sonoma County Regional Parks Web site at www.sonoma-county.org/parks posted information about recycling in the parks during the peak months of the summer.

Audience: Regular users of Sonoma County Regional Parks.

Reason Selected: Sonoma County Regional Parks already maintained its web site; therefore, it made sense to utilize the existing resource. Also, visitors to the Regional Parks web site are probably users of the parks, the target audience.

Materials Developed: No additional materials were developed.

Outcome: It is possible to track the number of “hits” on this website, although not those specific users that were interested in only beverage container recycling.

Future Work: Sonoma County Regional Parks is willing to post updated information about the recycling program on its web site as more parks are added to the program.

Sonoma County Regional Parks Foundation Newsletter: Sonoma County Regional Parks publishes a quarterly newsletter, “Spotlight.” The newsletter editor included an article written by Arcadia Marketing Services about recycling in the Regional Parks in the summer 2002 and summer 2003 editions.

Audience: Regular users of Sonoma County Regional Parks.

Reason Selected: This newsletter is the most direct way to communicate with individuals who use Sonoma County Regional Parks on a regular basis. Also, the newsletter is already published by Sonoma County Regional Parks, so disseminating information through this newsletter does not require printing additional materials.

Materials Developed: None.

Outcome: The newsletter was received by more than 10,000 regular park users.

Future Work: Sonoma County Regional Parks would be willing to include updates about the park recycling program in its newsletter in the future.



ArtStart Benches: During the summer of 2002 and summer of 2003, Arcadia Marketing Services worked with the Sonoma County nonprofit ArtStart, which hires artistic high school students to paint benches that are put on public display. ArtStart students painted two benches with bottle and can recycling messages in 2002 and two benches in 2003. The benches are permanently installed at prominent locations, including the county Environmental Discovery Center, where thousands of visitors

see them each year. The recycling artwork on the benches also includes the Eco-Desk phone number and the SCWMA web site address.



Audience : Sonoma County residents.

Reason Selected: The benches are an unusual and eye-catching medium to use to remind

viewers to recycle. They are highly visible and will educate the public throughout the duration of the current contract and for many years in the future.



Materials Developed: Four artistically painted benches with recycling messages. Benches were placed in the City of Santa Rosa, the City of Cotati, and the unincorporated area of Sonoma Valley. In addition, a poster was developed explaining the origin of the bench at the Environmental Discovery Center.

Outcome: Thousands of students and parents visit the Environmental Discovery Center each year and have the opportunity to see the bench at that location. Outcome for the three benches at bus stops is unknown.

Future Work: The benches will remain installed as long as there is no damage, continuing to educate the public for the duration of the installation.

DOC Television Commercials: Arcadia Marketing Services secured placement of the television commercials developed by the Department of Conservation on cable TV channels airing in Sonoma County. The cable channels were chosen to reach a cross-section of Sonoma County residents – old and young, male and female. In addition, the Spanish-language commercial is airing for an entire year on Univision Channel 14.

Audience : Sonoma County residents, including Spanish-speaking residents.

Reason Selected: The commercials are available from the DOC and reinforce the statewide recycling messages promoted by the DOC.

Materials Developed: None.

Outcome: More than 175 commercials aired during the peak beverage consumption months of the summer. The commercials appeared on popular networks such as Lifetime, Nickelodeon, ESPN2 and TNT. Tens of thousands of viewers were exposed to the recycling messages.



Future Work: None currently planned.

Spanish Recycling Posters: Arcadia Marketing Services obtained the DOC Spanish-language poster about beverage recycling and added localized information about Sonoma County redemption centers. The poster emphasizes the fact that individuals can earn money by turning in empty beverage containers. The Spanish-language outreach expert developed a database of businesses and organizations that serve the Latino community, and she displayed posters at these locations.

Audience: Latinos in Sonoma County.

Reason Selected: SCWMA provides many education materials that encourage people to recycle because it benefits the environment, but offered few materials that featured the monetary benefits of recycling. The Spanish-language outreach worker believed that the monetary benefits might motivate individuals who wouldn't recycle otherwise.

Materials Developed: Spanish-language poster (enhanced original version).

Outcome: Approximately 100 locations displayed the posters. Employers at the locations were very receptive to sharing this information.

Future Work: None currently planned.

Holiday News Release: SCWMA wrote a news release in December 2002 that featured ideas about how to reuse empty beverage containers for holiday gifts and decorations. The reuse idea was "pitched" to local newspapers by Arcadia Marketing Services.

Audience: Newspaper reporters at local newspapers in Sonoma County and their readers.

Reason Selected: Newspapers provide an efficient channel through which to reach a large percentage of the Sonoma County population. Also, the reuse message lends itself to this medium.

Materials Developed: News release.

Outcome: The *Rohnert Park Community Voice* published a story about a recycling survey in that community and incorporated some of the information from the SCWMA news release in that article.

Future Work: None currently planned.

OTHER OUTREACH TOOLS

Eco-Desk Hotline: The Eco-Desk is the Agency's ongoing hotline and 24-hour voice mail system. Although the grant program does not provide funding for the Eco-Desk, it does disseminate information on beverage container recycling, among other information.

Audience: Sonoma County residents or businesses.

Reason Selected: The SCWMA already operates 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 Monday through Friday.

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 SCWMA 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 SCWMA web site will continue to be used as a resource to disseminate information about beverage container recycling.

Sonoma County Recycling Guide: The Recycling Guide, published annually, includes information about beverage container recycling. The Recycling Guide was distributed with the SBC/Pacific Bell telephone book for the first time, with distribution beginning in April, 2003.



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. Printing the Recycling Guide as part of the SBC telephone book will significantly help this goal.

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

Outcome: 348,350 copies of the SBC telephone books were distributed in Sonoma County. An additional 20,000 guides were printed for distribution at fairs, booths, brochure racks, and by mail when requested.

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 SCWMA 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). The educational booth floor constructed in 2002, which used the DOC developed materials "When Cans Dream" and "When Bottles Dream" graphics, was reused for the 2003 booth. Funding from the current grant cycle covered a limited amount of staffing for the booth and some materials for booth construction.

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

Arcadia Marketing Services
1019 Slate Dr.
Santa Rosa, CA 95405
707/537-8783
Coordination of brochure, poster, news release, recycling benches, newsletter and Web site information, TV commercials.

ArtStart
415 Steele Lane
Santa Rosa, CA 95404
707/524-5445
Created four artistic benches with recycling themes.

City of Cotati
201 West Sierra Avenue
Cotati, CA 94931
707/792-4600
Reimbursement for four 4-barrel clusters or slant-top recycling containers purchased from Belson Outdoors.

Comcast
20902 Cabot Blvd.
Hayward, CA 94545
707/775-2623
Aired English recycling commercials.

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

D'Orazio Digital Imaging
880 Piner Road, Suite 53
Santa Rosa, CA 95403
707/575-1602
Digital printing and laminating of posters for fair education booth floor.

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.

Grafix
681 Portal Street
Cotati, CA 94931
707/794-9988
Labels for Eco-Pop recycling bins for the City of

Rohnert Park and State parks. Labels for Sonoma County in-house program.

Impress Northwestern
1314 Petaluma Hill Rd.
Santa Rosa, CA 95404
707/545-4010
Printed "recycling in the parks" brochure.

Industrial Carting
3911 Santa Rosa Avenue
P.O. Box 3935
Santa Rosa, CA 95402
707/585-0511
Collection services for Sonoma County's in-house recycling program.

KDTV Univision 14
141 Stony Circle, Ste. 225
Santa Rosa, CA 95401
707/ 535-0991
Aired Spanish-language recycling commercial.

Kettle Creek Corporation
P.O. Box 47
Kempton, PA 19529
800/527-7848
Canables recycling bins for schools.

Kinkos
700 Third Street
Santa Rosa, CA 95404
707/523-0922
Banner for promoting beverage container recycling.

Malinalli Lopez
170 Cockrobin Ave.
Windsor, CA 95492
707/321-3761
Spanish-language outreach services.

O'Neil Design Group
131a Stony Circle, Ste. 500
Santa Rosa, CA 95401
707/538-3146
Graphic design services.

Promoco
401 - 17th Street
Petaluma, CA 94952
707/765-4600
Beverage container wrenches for promotional giveaways at fairs.

Recy-Cal Supply Company
40880B County Center Drive, Ste. P
Temecula, CA 92591
800/927-3873
Recycling containers for Sonoma County's in-house recycling program. Recycling bins for Rancho-Cotati High School.

Ross Recreation Equipment Co.
100 Brush Creek Road, Suite 101
Santa Rosa, CA 95404
707/538-3800
Dumor recycling containers for the Town of Windsor and the City of Sebastopol.

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.

Take-2 Video Productions, LLC
P.O. Box 241
Glen Ellen, CA 95442
707/938-2532
SCWMA tag lines for DOC commercials.

Toter, Inc.
P.O. Box 890209
Charlotte, NC 28289
704/872-8171
Recycling bins for the City of Sonoma.

Zumar Industries
P.O. Box 2883
9719 Santa Fe Springs Road
Santa Fe Springs, CA 90670
800/654-7446
Metal signs for the Dumor recycling bins purchased for the Town of Windsor and the City of Sebastopol.

Educational Fair Booth materials obtained from:

Tap Plastics YardBirds
Riley Street

Cleaning Supplies for Sonoma County's existing beverage container recycling bins obtained from:

Longs Drugs Wal-Mart
Raley's YardBirds