

# SONOMA COUNTY WASTE MANAGEMENT AGENCY

## BEVERAGE CONTAINER RECYCLING PROGRAM

### SUMMARY REPORT for 2003-2004 Funding Cycle



**TABLE OF CONTENTS**

**PARKS RECYCLING** ..... 2

**COLLECTION SERVICES** ..... 2

**IN-HOUSE RECYCLING IN COUNTY OFFICES** ..... 3

**SCHOOL RECYCLING** ..... 3

**ROADSIDE LITTER ABATEMENT PROGRAM** ..... 3

**PROMOTION, EDUCATION AND OUTREACH** ..... 4

    Bilingual “Recycling in the Parks” Brochure and Latino Outreach ..... 4

    Holiday Newspaper Article ..... 4

    Eco-Desk Hotline ..... 4

    SCWMA Internet Web Site ..... 5

    Sonoma County Recycling Guide ..... 5

    Educational Fair Booths ..... 5

    KZST/KJZY Radio Station Contest ..... 6

**OTHER/GRANT ADMINISTRATION** ..... 6

**CONTRACTORS, SUBCONTRACTORS AND VENDORS** ..... 7

## 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 ("Probation") was contracted to continue placing containers during this funding cycle.

### Successes:

- 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 at Jack London State Park, and eight were placed in Sugar Loaf State Park.
- 24 recycling bins were placed in 8 parks in the City of Sebastopol.
- Staff in the Town of Windsor continued to work on placing the 80 containers purchased in 2002-03.



Staff was able to refurbish 23 recycling bins that were removed from County parks when the new recycling bins were placed. 23 Eco-Pop dome-top recycling lid and 23 liners were purchased with grant funds. Probation crews repainted the steel barrels. These refurbished recycling bins will be placed as needed.

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 and the City of Sebastopol. An estimated 202,157 beverage containers (32,316.4 pounds) were collected and recycled from July 1, 2003 to June 30, 2004. This represents a 13% increase in the number of containers captured (7% increase by weight) from the previous period (July 1, 2002 to June 30, 2003). Estimates are based on the Department of Conservation's figures of number of containers per pound.

## IN-HOUSE RECYCLING IN COUNTY OFFICES

Collection services are provided for 47 beverage container recycling bins located in County offices. During this period, an estimated 29,549 (2,839 pounds) of beverage containers were collected from County offices.

Successes: 47 recycling bins have been located in various County offices on the main administration campus in Santa Rosa.

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

Successes: Beverage container recycling bins were placed at the following schools during this implementation cycle:

- Monroe Elementary School, Santa Rosa, received four “Canables” from Windsor Barrel Works for placement in their little league park.
- Elsie Allen High School, Santa Rosa, received four “Canables” from Windsor Barrel Works. A special education class is responsible for these containers.
- Laguna High School, Sebastopol, received four “Canables” from Windsor Barrel Works.



Failures: Staff has made numerous requests for data on the number of containers recycled by each of the schools without success, with the exception of Laguna High School who reported diverting approximately 70 pounds. 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 (November 9, 2003 and May 23, 2004) 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.

Although this program continues to be part of the SCWMA's overall beverage container recycling program, no expenses were incurred during this implementation period.

Successes: In addition to an unknown quantity of bottles and cans as discussed above, the volunteers collected 60 pounds of trash and 40 pounds of recyclables on May 23, 2004. Weights are not available for the November 9, 2003 cleanup.

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, EDUCATION AND OUTREACH**

The following promotional and educational activities were conducted in this implementation cycle:

**Bilingual "Recycling in the Parks" Brochure:** 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.

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 have been made to conduct outreach to this population.

Materials Developed: Bilingual brochure, 15,000 copies.

Future Work: Brochures will continue to be available at the Discovery Center, local events, at fairs, and for distribution at city/county offices.

**Holiday Newspaper Article:** The Press Democrat ran an article entitled "Water bottles under the tree?" that discussed beverage container recycling in California.

**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](http://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 with distribution beginning in May, 2004. The grant contributed \$2,500 towards the cost of printing the Recycling Guide.

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. In addition, the grant funded a full page advertisement in the Sonoma County Fair program which focused on the pilot beverage container recycling program for special events. Shoelaces with the phrase "I used to be a soda bottle" printed in English and Spanish were purchased for giveaways at the fairs.



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.



**KZST/KJZY Radio Station Contest:**

As part of the promotional activities for the Annual Recycling Guide, shoelaces were donated to the

KZST/KJZY radio station contest. This daily competition tests knowledge levels between men and women and is hosted by a local radio personality. In addition, the shoelaces were placed on the “Club Z” website where listeners can redeem accumulated points at the “Prize Mall.” “Club Z” currently has 30,000 active participants.

**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, and temporary help.

## CONTRACTORS, SUBCONTRACTORS AND VENDORS

Eco-Pop Designs  
P.O. Box 269  
Pacifica, CA 94044  
650/728-9220

*Dome tops and liners to refurbish 23 steel barrels as beverage container recycling bins.*

Healdsburg Printing, Inc.  
20 Mill Street  
P.O. Box 980  
Healdsburg, CA 95448  
707/433-1680  
*2004 Annual Recycling Guide printing.*

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.*

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

Promoco  
401 - 17<sup>th</sup> Street  
Petaluma, CA 94952  
707/765-4600  
*Shoelaces for promotional giveaways at fairs.*

Recy-Cal Supply Company  
40880B County Center Drive, Ste. P  
Temecula, CA 92591  
800/927-3873  
*Replacement legs for containers for Sonoma County's in-house recycling program.*

Scott Architectural Graphics  
1275 North Dutton Avenue  
Santa Rosa, CA 95401  
707/545-4519  
*Building materials for fair booth.*

Sonoma County Fairgrounds  
P.O. Box 1536  
Santa Rosa, CA 95402  
707/545-4200  
*Advertising in Sonoma County Fair guide.*

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

Tap Plastics  
2770 Santa Rosa Avenue  
Santa Rosa, CA 94507  
707/544-5772  
*Building materials for fair booth.*

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 City of Sebastopol.*