

SONOMA COUNTY WASTE MANAGEMENT AGENCY

BEVERAGE CONTAINER RECYCLING PROGRAM

SUMMARY REPORT
for
2004-2005 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

SPECIAL EVENTS

In order to address public concerns about the fact that the Sonoma County Fairgrounds was not providing recycling for beverage containers generated during the two-week period of the summer fair, West Sonoma County Disposal purchased additional blue bin totes and modified them especially for beverage container collection. This grant program provided metal signs for the lids and vinyl signs for the sides of the totes. Specific diversion numbers are not available for this program since the beverage containers are mixed with the other recyclables collected from the fair which includes glass, tin cans, cardboard, and paper.

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") continued to provide these services during this funding cycle.

Successes:

- Collection services continued for 44 containers in Sonoma County parks; 10 containers in local stated parks (Jack London State Park; Sugar Loaf State Park); 24 containers in City of Sebastopol, and 103 containers in the City of Rohnert Park.
- The Town of Windsor expanded its beverage container program by placing bins at the Town Green and in the new downtown area. Grant funds provided \$5,000 towards the purchase of these new recycling bins.
- The City of Sebastopol added six new recycling bins to its program.
- Grant funds were used 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. Probation crews repainted the steel barrels. These refurbished recycling bins will be placed as needed.



Failures: None

Future Work: The Sonoma County Probation Department will continue to provide collection services for 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 215,819 beverage containers (33,191.2 pounds) were collected and recycled from July 1, 2004 to June 30, 2005. This represents a 6.8% increase in the number of containers captured (3% increase by weight) from the previous period (July 1, 2003 to June 30, 2004). 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 24,292 (2,249 pounds) of beverage containers were collected from County offices.

Successes: 52 recycling bins have been located in various County offices.

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. Payment for collection service and day-to-day management of the in-house program has been transferred to the Sonoma County General Service Department who is also responsible for funding office paper recycling in County offices. This transfer will provide additional grant funds for focusing on expanding beverage containers in local parks.



SCHOOL RECYCLING

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

- Santa Rosa Middle School, Santa Rosa, received two sets of 20/20 recycle carts from Windsor Barrel Works and six of the refurbished steel barrels.
- Casa Grande High School, Rohnert Park, received five of the refurbished steel barrels.
- Kennilworth Middle School, Petaluma, received four of the refurbished steel barrels.

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, depending on the availability of funds.

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 has reduced the bi-annual cleanup days to an annual cleanup day which was conducted on November 7, 2004 because the amount of litter has decrease significantly along West Dry Creek Road. This allowed the Santa Rosa Cycling Club to adopt a second project – Chalk Hill Road from Pleasant Drive to Highway 128. The first cleanup day for Chalk Hill Road was May 22, 2005, when approximately three cubic yards of solid waste was picked up. The expense for disposal was not charged to this grant program.

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: Weights for recyclables are not available because recyclables are delivered to the drop-off center at the Healdsburg Transfer Station.

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:

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, the Eco-Desk does disseminate information on beverage container recycling.

Audience: Sonoma County residents and 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.

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.

Audience: Sonoma County residents and 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, 2005. The grant contributed \$2,500 towards the cost of printing the Recycling Guide.

Audience: Sonoma County residents and businesses.

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 significantly helps 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 2004 booth. Funding from the current grant cycle covered a limited amount of materials for booth



construction. In addition, the grant funded a full page advertisement in the Sonoma County Fair program. Chasing-arrow paperclips made from 100% recycled plastic 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.

Outcome: Reached approximately 250,000 residents.

Future Work: Each year a new focus is chosen for the educational booths. Information on beverage container recycling will also be available.

OTHER/GRANT ADMINISTRATION

In addition to the work described above, new signs were purchased for the recycling bins at the Central Disposal Site's drop-off recycling center.

Grant administration was provided 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

American Lithographer
2629 Fifth Street
Sacramento, CA 95818
916/441-5392
2005 Annual Recycling Guide printing.

Busch Systems Internation, Inc.
130 Saunders Road, Unit #7
Barrie, Ontario, L4N 9A8
800/565-9931
Chasing-arrow paperclips made of 100% recycled plastic for promotional giveaways.

Chapman Design & Illustration
1128 Hyland Drive
Santa Rosa, CA 95404
Design for tattoo for potential promotional giveaway.

Charrette
1920 Mark Court
Concord, CA 94520
Speciality paper for printing back drop for education booth at Sonoma County Fair.

Friedman Home Improvement
4055 Santa Rosa Avenue
Santa Rosa, CA 95407
707/584-7811
Hardware to attach special event recycling signs to bins.

Grafix
681 Portal Street
Cotati, CA 94931
Vinyl signs for special event recycling bins.

Home Depot
4825 Redwood Drive
Rohnert Park, CA 94928
707/585-9200
Hardware to attach special event recycling signs to bins.

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
Recycling containers for Santa Rosa Middle School.

North Coast Rubber Stamps & Engraving
3485-A Airway Drive
Santa Rosa, CA 95403
707/578-3036
Office supplies – self-inking stamp.

Recy-Cal Supply Co.
42597 De Portola Road
Temecula, CA 92592
800/927-3873
Recycling bins for County in-house collection program.

Promoco
401 - 17th 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.

Ross Recreation Equipment Co.
100 Brush Creek Road, Suite 101
Santa Rosa, CA 95404
707/538-3800
Recycling bins for the City of Sebastopol.

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
*Provides collection services and maintains bins
in county, city and some state parks.*

Sonoma County Regional Parks
2300 County Center Drive, Suite 120A
Santa Rosa, CA 95403
707/565-1749
*Signs for recycling bins at the Central Disposal
Site.*

Tap Plastics
2770 Santa Rosa Avenue
Santa Rosa, CA 95407
707/544-5772
*Materials for "wheel of fortune" game used at
fairs and events.*

Town of Windsor
P.O. Box 100
Windsor, CA 95492-0100
707/838-1000
*Reimbursement for purchase of recycling bins
from Creative Pipe, Inc.*

YardBirds
100 Bicentennial Way
Santa Rosa, CA 95403
707/546-5662
*Hardware to attach special event recycling signs
to bins.*

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.*