

# SONOMA COUNTY WASTE MANAGEMENT AGENCY

## BEVERAGE CONTAINER RECYCLING PROGRAM

### SUMMARY REPORT for 2005-2006 Funding Cycle



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## SPECIAL EVENTS

In order to address public concerns 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); and 24 containers in City of Sebastopol. Starting in October 2006, the City of Rohnert Park began using its staff to service the 103 containers in its local parks. A portion of the City's total Department of Conservation funding is used to offset the collection expense, while the remaining funding is used to offset regional expenses such as education and promotion.



- Grant funds were used to refurbish 23 recycling bins that were removed from County parks when the new recycling bins were placed. These refurbished recycling bins will be continue to be placed as needed.
- Planning efforts began for designing and constructing enclosures for the totes used in local parks within the City of Santa Rosa. The City wants enclosures made of recycled lumber that would surround the totes for trash and single-stream recyclables. An agreement has been approved by the SCWMA for the County Probation Department to construct four of these

enclosures, which will be piloted in one of Santa Rosa's parks in the 2006-07 implementation cycle. Once the evaluation of the pilot program is complete, a decision to redesign the enclosures or move forward with construction of additional closures will be made. It is anticipated that a limited number of closures will be purchased each implementation cycle.

Failures: None

Future Work: The Sonoma County Probation Department will continue to provide collection services for beverage container recycling bins. The pilot program for the City of Santa Rosa parks will be conducted in the 2006-07 implementation cycle. Additional recycling bins will be provided as funding permits.

## **COLLECTION STATISTICS**

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 Sebastopol. An estimated 220,260 beverage containers (33,853.7 pounds) were collected and recycled from July 1, 2005 to June 30, 2006. This represents a 2% increase in the number of containers captured (2% increase by weight) from the previous period (July 1, 2004 to June 30, 2005). Estimates are based on the Department of Conservation's figures of number of containers per pound.

## **IN-HOUSE RECYCLING IN COUNTY OFFICES**

The County of Sonoma's General Services Department assumed the in-house beverage container recycling program when it switched to single-stream recycling within offices located on the main Santa Rosa campus at the beginning of the 2005-06 implementation cycle. This action released the funds used for collection services for other projects focusing on beverage container recycling. In addition, the 50 beverage container recycling bins used in the in-house program are being redistributed to various members of the SCWMA.

Successes: Collection services were assumed by the Sonoma County General Services Department.

Failures: None

Future Work: Continue distributing the available beverage container recycling bins.



## **SCHOOL RECYCLING**

Successes: Beverage container recycling bins have been placed at a number of schools over the past implementation cycles. No requests for recycling containers were received during the 2005-06 implementation cycle.

Failures: None.

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 conducted a cleanup on Chalk Hill Road to Highway 128 on May 22, 2005 and a second cleanup on West Dry Creek Road on November 6, 2005.

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 charged to the grant 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](http://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 AT&T telephone book with distribution beginning in May, 2006. The grant contributed \$4,070 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 AT&T telephone book significantly helps this goal.

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

**Outcome:** 350,900 copies of the AT&T telephone books were distributed in Sonoma County.

An additional 22,000 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 2005 booth. Funding from the current grant cycle covered a full page advertisement in the Sonoma County Fair program. In addition, pencils made of recycled-content materials 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 325,000 residents.

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



## OTHER/GRANT ADMINISTRATION

Grant administration was provided by Donna Caldwell and Pamela Ledesma, Integrated Waste Specialists. Educational and graphics support was provided by Karina Chilcott, Integrated Waste Specialist. Administrative support services include staff time by the Agency Director, Departmental Analyst, and Senior Office Assistant.

## CONTRACTORS, SUBCONTRACTORS AND VENDORS

AT&T Yellow Pages  
P.O. Box 60000  
File #71586  
San Francisco, CA 94160-1586  
*Grant funded a portion of the tab for the Annual Recycling Guide placed in the Sonoma County phone books.*

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

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.*

Weisenbach Specialty Printing  
437 Holtzman Avenue  
Columbus, OH 43205-1605  
614/251-6585  
*Recycled-content pencils for use as giveaways at fairs and other events.*

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.*