



An overview



Organization

- SCWMA is a Joint Powers Agency (JPA) formed “to deal with waste management issues.”
- Governing body is a Board of Directors numbering 10; one representative from each city plus the County (currently primary Board members consist of 9 city/county staff, and 1 city elected official).
- Agency Staff consists of an Executive Director, a Budget Analyst, 3 Program Managers and a Clerk (six employees total).



History

1992

SCWMA was formed April 1992, originally 8 cities and the County of Sonoma. The Town of Windsor joined shortly after start-up as the 9th city member.

1993

Initial composting operations began.
Initial Household Hazardous Waste collections began.
Recycling Guide 1st edition published in English.

1996

AB939 reporting & Countywide Integrated Waste Management Plan (CoIWMP) duties added.

1998

www.recyclenow.org website established (major update 2010)

2005

Permanent Household Toxics Facility, Community Toxics Collections and Toxics Rover Pickup Service established.

2017

Original JPA agreement term is 25 years, so there is a current expiration date of 2017 looming.



Current programs

Municipal composting program

Regional planning

Household hazardous waste

Customer education & outreach

Municipal composting program

Compost is the cornerstone of waste diversion programs.

Current compost facility location at Central Disposal Site is temporary; in about 3 years this space is required to receive more trash.



96,000 tons of organic material processed in 2010.

Municipal composting program

2007 Sonoma County Waste Characterization Study (adjusted to current tonnages) shows that another 80,000 tons of organic waste could be diverted from the materials now landfilled.



PUT YOUR VEGGIES IN THE YARD DEBRIS CAN

WHAT GOES IN YOUR YARD DEBRIS CAN? Residents may now place all vegetative food waste in their yard debris can. About 25% of residential garbage is food waste, totaling nearly 800 tons a week in Sonoma County—a resource that could be used instead of landfilled.

WHAT HAPPENS TO YOUR VEGGIES? Your veggies and yard debris are recycled into compost. Compost helps create topsoil and keeps plants healthy.

Fruit & peelings • Vegetables & peelings • Pasta & rice • Bread • Coffee grounds & filters
• Tea bags • Eggshells • Weeds • Leaves • Landscape prunings • Grass clippings • Tree branches less than 4" in diameter by 4' long

DO NOT PUT THESE IN THE CAN:

NOT ACCEPTED: Meat • Cooking oil & liquid waste • Bones • Dairy & cheese • Plastic bags • Compostable plastics • Poison oak, cactus, palm fronds or bamboo • Dirt or rocks • Animal waste • Tree stumps • Other refuse

KEEP YOUR CAN CLEAN BY WRAPPING YOUR VEGGIES IN BROWN PAPER BAGS OR NEWSPAPER. NO PLASTIC BAGS OR COMPOSTABLE BAGS.

COMPOSTING QUESTIONS: SONOMA COMPOST COMPANY 578-5459

MORE RECYCLING INFORMATION: WWW.RECYCLENOW.ORG • ECO-DESK 565-8975

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Municipal composting program

The Agency is engaged in the process of establishing an alternate compost facility; possibly as a new site; EIR nearly ready for review.

Regional benefits:

9,000 tons to Laguna Regional Waste Water Treatment Plant (WWTP) & 2,000 tons in city allocations of free processed material.

\$5.2 M reserve funds exists to fund this project. New facility plans are to expand quantity and types of materials processed: 200,000 tons/year, include all food waste.



Regional planning

Diversion rate reporting:
Annual AB939 reports to CalRecycle.

Solid waste planning:
Preparation, monitoring & updating the CoIWMP.

New tasks: developing regional initiatives

- Single-Use Bag Ordinance
- Construction & Demolition Debris Ordinance
- Mandatory Commercial Recycling Plan

Regional planning

Single-use Bags

The Agency is exploring a regional approach that will limit the use of plastic and paper single-use carryout bags.

- Board directed communication with members to solicit input on addressing this situation.
- The issues are litter, environmental & waterway impacts.



232 million estimated 2008 Sonoma County plastic bags used.

46 million estimated 2008 Sonoma County paper bags used.



Regional planning

\$132,496
CalRecycle
grant funded

New in
2011-2012

Mandatory Commercial Recycling Measure

Purpose of the proposed regulation is to increase the amount of commercial waste recycled in California. Plan must be implemented by July, 2012.

- Grant funds for regional education program includes informing & visiting businesses to increase waste diversion.
- Meets State AB939 reporting requirements.



Household Hazardous Waste

The permanent Household Toxics Facility opened at Central Disposal Site in 2005 & the facility's capacity was expanded in 2010.

22,000 households utilized the program in 2010.



In 2010, 2.7 million pounds of material were collected.

Household Hazardous Waste

Three service options for residents.



Disposal fees apply for conditionally exempt small quantity generator businesses (CESQG).



- 1. Household Toxics Facility** at Central Disposal Site open three days/week: Thurs., Fri. & Sat. 7:30-2:30
- 2. Community Toxics Collections:** weekly free drop-off events around the county.
- 3. Toxics Rover Pickup** \$50/pickup. Free pick up for seniors over 80 and housebound residents.

Household Hazardous Waste

Although handling these materials is very expensive, costing \$100,000 per month.

This program is vital in protecting the environment and public health.

Reuse locker for products

Free recycled paint & other household products at the HHW facility



Paint collected at the facility is remixed into five-gallon buckets in four colors.



Household Hazardous Waste

Used motor
oil/filter recycling
education.

**Used
motor
oil & filter
recycling
education**

**\$263,185
CalRecycle
grant funded**



**RIDERS
RECYCLE.com**

Recycle Your Used Oil and Filters



Household Hazardous Waste

Contract with Goodwill Industries of the Redwood Empire and Agency to conduct monthly e-waste collection events.

E-waste recycling events



Customer education

Basis for
education
activities



- 1. Defined in CoIWMP**
- 2. Mandated in the Joint Powers Authority (JPA) Agreement**
- 3. Board directed** (Described in the annual Agency Workplan)

Customer education

Strength:

Impartial organizer of information to achieve countywide message consistency.

- Garbage companies
- State
- City/county programs
- Business community
- Other organizations

Example of Agency collaboration



Veggies composting info

Toxics disposal info

Customer education

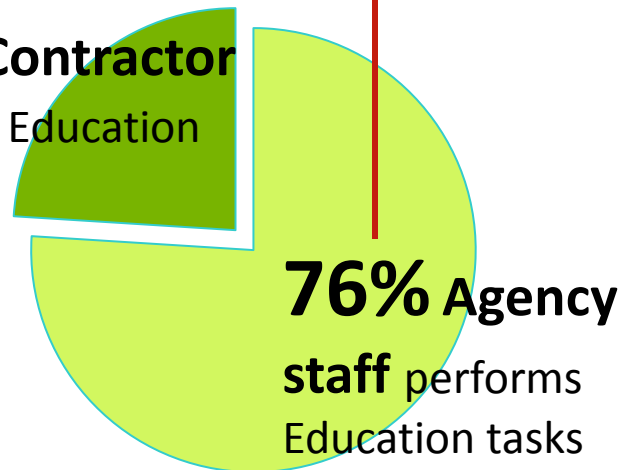
Who performs the work Education cost center

Based on Workplan for FY 11-12

Programs performed mainly by contractors

- Spanish language outreach
- Home composting education (UCCE)
- Used motor oil/filter outreach

24% Contractor
performs Education tasks



76% Agency staff
performs Education tasks

Programs performed mainly by Agency staff

- Recycling Guides (English & Spanish)
- Eco-Desk phone 565-3375 (English)
- www.recyclenow.org
- Fairs
- Veggie food waste education
- Christmas tree recycling
- Electronic recycling event outreach
- Green building
- Social media outreach
- Central Landfill tours
- Grants procurement & administration

1.25 Agency staff perform work

Customer education

Three core education programs



Core outreach programs:

- Eco-Desk 565-DESK(3375)
Call-back/email response program 1,585 calls/emails answered in 2010. Calls entered in the Eco-Desk Access database.
- www.recyclenow.org website
- Annual Recycling Guides

Customer education

Spanish
Guide
New in
2011



32-page annual Recycling Guide. A 12-page version is bound into the AT&T Yellow Pages phone book--575,900 copies distributed to new & existing customers. Funded partly through barter agreement with AT&T.

Recycling Guides



QR code for smartphones goes to website



Customer education

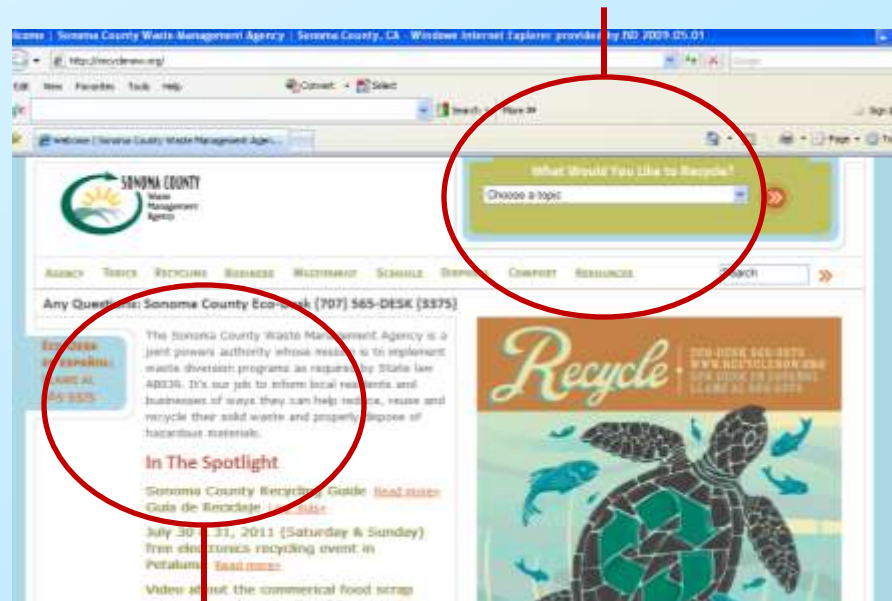
Revised 73 page
www.recyclenow.org
web site launched in
August 2010.

Approximately
285,000 visits
annually.

Page-flip and .pdf
versions of the
Recycling Guide are
available online.

www.recyclenow.org

Search function connects to the
Agency's Eco-Desk database



Home page with varying topics



Customer education

Agency's
Facebook
& Twitter
pages

Online social media



Facebook page



Twitter page



Customer education

During 2010 the Agency participated in 62 English outreach days & 14 Spanish-language outreach days.



Exhibits & festivals



Fair display 2011
Theme: Safe Medicine Disposal



Fair display 2008
Theme: Recycle your Veggies



Customer education

- Radio interviews
- Latino fairs
- Labor center visits
- Latino business visits
- Recycling Guide in Spanish

Agency Spanish outreach leveraged by partnering with the Sonoma County Water Agency in tabling events.

Spanish language outreach



Photos: Hugo Mata, C2 Alternative Services under contract with the Agency for Spanish Language Outreach, at KBBF Radio & tabling at an event.



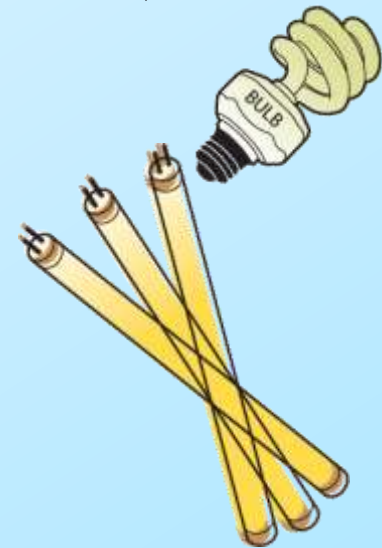
Customer education

PG&E grants to expand residential drop-off of spent fluorescent lamps.

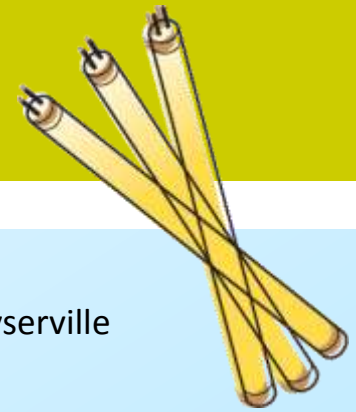
2010: \$7,500 PG&E award.

June 2011-December 2012: \$80,000 PG&E award. Program in partnership with Napa County.

**\$80,000
PG&E grant
New in
2011-2012**



Customer education



Product Stewardship Award 2010 & 2011

Bennett Valley Ace Hardware–Santa Rosa
Bosworth and Son General Merchandise–Geyserville
Garrett Hardware of Windsor–Windsor
Healdsburg Lumber Company–Healdsburg
Lowe’s–Cotati
Montecito True Value Hardware–Santa Rosa
Parsons Lumber and Hardware–Boyes Hot Springs
True Value Hardware of Larkfield–Larkfield



*Business Environmental Alliance Leaders' Breakfast
February 26, 2010*

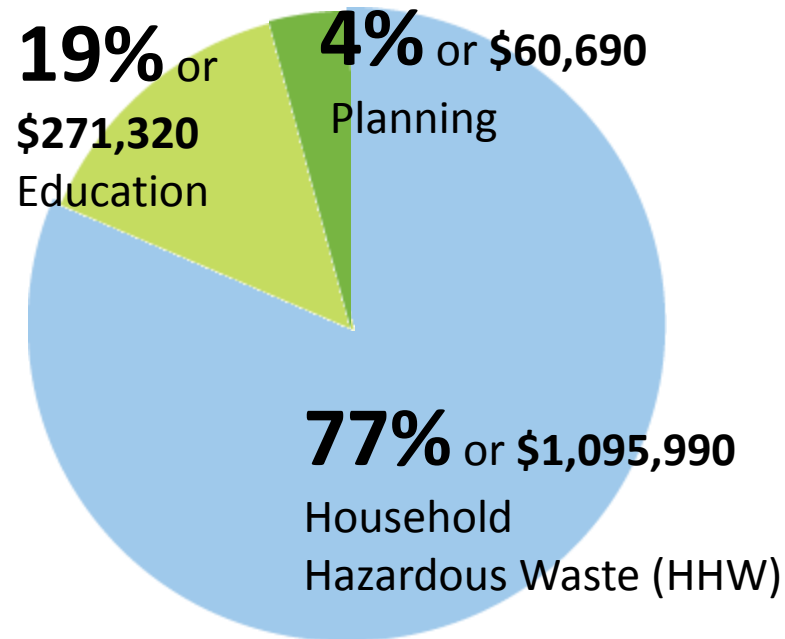


Budget/finance

HHW, Education & Planning/Reporting are supported by a general tip fee surcharge of \$5.95/ton on landfilled materials.

SCWMA annual budget for FY 11/12 is about \$6 M. The program budget funded by the surcharge is about \$1.4 million.

FY 11-12 Surcharge Revenues



Budget/finance

SCWMA is successful in obtaining grant funding from various sources.

In FY 11-12, SCWMA will receive \$475,680 in grant awards.

Grant sources:

- **CalRecycle** for used oil collection and disposal **\$263,185**
- **PG&E** for fluorescent bulb collection and disposal **\$80,000**
- **CalRecycle** **\$132,496** which will be used for education and outreach for the mandatory commercial recycling program.

Budget/finance

All revenues & expenses from the organics operations must remain within the organics cost centers.

FY 11-12 revenues of \$3,483,000 are generated by the tip fee & revenue sharing.



Tip fees/ton for recyclable wood waste & yard debris range from \$27 to \$36/ton.

Budget/finance

The budget for FY 11/12 is flat (no rate increases or program reductions).

Reserve funds total \$6.4 million. The largest is Organics Reserve with \$5.2 million available.

Long-term funding problem

As the Agency's diversion program grows, the funding surcharge shrinks.

Prop 26 with limits on government fees is an issue that needs to be considered.

Current **hot** topics

New compost facility

Develop new relocated compost facility to increase capacity and expand types of materials processed.

Agency's future

Renewal/extension of the Joint Powers Authority (JPA) agreement beyond 2017, which includes possible revisions.

Regional approach to new State mandate

Explore a regional approach to CalRecycle's Mandatory Commercial Recycling Measure via plan development and implementation.

Current **hot** topics, *continued*

Carry-out bag approach

Explore possible regional Carry-out Bag Approach.

Sustainable funding model

Revise/improve funding model for long term sustainability.

Expanded education

Expand customer education/outreach programs.

Additional Diversion Strategies

Explore & implement additional waste diversion strategies and programs, such as *Zero Waste* or *Extended Producer Responsibility*.



SONOMA COUNTY

Waste
Management
Agency

Questions?

