

# ZERØWASTEMARIN



ANNUAL REPORT FOR FISCAL  
YEAR 2022/23

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## Letter from the Executive Director

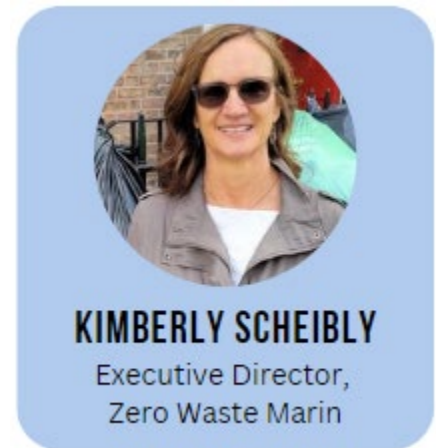
It is truly an honor to have been selected as the Executive Director of the Zero Waste Marin JPA. Starting this position with only four months left in the 2022/23 fiscal year was a challenge. I thank everyone on the JPA Board, my supervisors, and my staff for all the support they provided as we navigated the looming deadlines. In a short time, we were able to accomplish the following:

1. We approved the FY23-24 budget.
2. We amended and approved the 1996 JPA Agreement.
3. Alternates were added to the JPA Board to ensure a quorum at each meeting.
4. We entered into Letter of Agreements with all member agencies to aid in compliance with the ongoing implementation of SB 1383. ZWM staff will be responsible for the following:
  - a. Technical Assistance, Public Education & Outreach, and State Reporting
  - b. Recovered Organic Waste Product Procurement
  - c. Edible Food Recovery Program
  - d. Enforcement of commercial generators
5. We restructured ZWM staff roles & responsibilities.
6. We assumed oversight and fiscal responsibility of the Marin Household Hazardous Waste Facility (MHHWF).
7. We entered into a one-year agreement with Marin Recycling & Resource Recovery, the operator of the Marin Household Hazardous Waste Facility, to enable the facility to remain open as we work together on a new contract.
8. We reconvened the Local Task Force, which had been on hiatus for the past three years.

Our work is a continuous improvement process. Every day I am grateful for the staff, the member agencies and their staff, and all the community agencies that continue to inspire, motivate, and challenge me to reach and exceed our shared goals of climate resiliency and waste reduction. We thank you all so much for your continued support.

Kimberly Scheibly

Executive Director



## Zero Waste Marin: Who We Are

The Zero Waste Marin Joint Powers Authority is a governmental agency that represents all 11 cities and towns in Marin and the unincorporated areas of County of Marin. Our mission is to protect our natural resources by promoting source reduction of waste through reuse, repair, and more mindful purchasing. To make responsible waste sorting easy, we offer a variety of programs including: the Household Hazardous Waste program, the Zero Waste Schools Program, and public outreach and education programs. These programs align with County-wide goals to act on climate change and promote healthy, safe, and sustainable communities.

Zero Waste Marin is comprised of the city and town managers of Belvedere, Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, Ross, San Anselmo, San Rafael, Sausalito and Tiburon and the County of Marin. Zero Waste Marin ensures Marin's compliance with the California Integrated Waste Management Act and its waste reduction mandates. The Marin County Department of Public Works, Waste Management Division administers Zero Waste Marin programs and responsibilities.

### ZWM Staff

**Kimberly Scheibly**  
Executive Director

**Casey Poldino**  
Program Manager

**Amy Kolnes**  
Senior Planner

**Casey Fritz**  
Senior Planner

**Andrew Shelton**  
Waste Management  
Specialist

### ZWM Board Members + Alternates

**Belvedere**  
Robert Zadnik, City Manager

**Ross**  
Christa Johnson, Town Manager

**Corte Madera**  
Adam Wolff, Town Manager

**San Anselmo**  
Dave Donery, Town Manager

**Fairfax**  
Heather Abrams, Town Manager

**San Rafael**  
Cristine Alilovich, City Manager  
Cory Bytof, Alternate

**Larkspur**  
Dan Schwarz, City Manager

**Sausalito**  
Chris Zapata, City Manager  
Catie Thow Garcia, Alternate

**Mill Valley**  
Todd Cusimano, City Manager

**Tiburon**  
Greg Chanis, Town Manager

**Novato**  
Jessica Deakyne, Assistant  
Manager  
Gretchen Schubeck, Alternate

**County of Marin**  
Matthew Hymel  
Dan Eilerman, Alternate

## Major Program Accomplishments

Zero Waste Marin experienced growth in the 2022/23 Fiscal Year, in both programs and as a team. New staff hiring allowed for the expansion of existing programs, including long-running programs such as the Schools Program and the Household Hazardous Waste Program. ZWM staff also focused on compliance with SB 1383, including compliance with the edible food recovery and procurement requirements. Staff are happy to share these major program accomplishments from the 2022/23 fiscal year.

### ZERO WASTE MARIN SCHOOLS PROGRAM



- The Schools Program served 35 schools in the 22/23 FY
- The program had its first-ever platinum certified school site!

### HIRING + NEW STAFF



- ZWM hired its first Executive Director onto the team
- ZWM also hired one new Senior Planner to lead programs

### HOUSEHOLD HAZARDOUS WASTE

- ZWM took over management of the Household Hazardous Waste facility from the City of San Rafael



### EDIBLE FOOD RECOVERY PROGRAM



- In accordance with SB 1383, ZWM began preparing an edible food recovery program for the entire County of Marin
- ZWM compiled a list of all generators required to donate, and hired a contractor, HF&H, to help develop the program

## Diversion Snapshot: Marin County

In recent years state agency CalRecycle has moved away from calculating a diversion rate, instead requiring jurisdictions to report on the Disposal Rate for the jurisdiction. This rate considers both the population of the jurisdiction as well as the employment rate. The table below reflects the calculations of the prepopulated Disposal Rate as indicated by CalRecycle on the Electronic Annual Report (EAR). This rate is calculated annually by pounds per person per day.

| Calculated Disposal Rate<br>(pounds/person/day) | Population* |        | Employment** |        |
|---|-------------|--------|--------------|--------|
|   | Target      | Annual | Target       | Annual |
| <b>2022</b>                                     | 7.6         | 5      | 17.3         | 12.4   |
| <b>2021</b>                                     | 7.6         | 5      | 17.3         | 12.4   |
| <b>2020</b>                                     | 7.6         | 4.9    | 17.3         | 11.4   |

**\*Reporting-Year Population** – January 1st estimates of the number of inhabitants occupying a jurisdiction in the Reporting-Year as prepared by the California Department of Finance (DOF).

**\*\*Reporting-Year Employment** – The estimate of the annual average number of employees by jurisdiction in the Reporting-Year as prepared by the California Employment Development Department (EDD).

Definitions are provided by CalRecycle.

## Regulatory Compliance & Reporting

### SB 1383: Procurement and the PlaceWorks study

To comply with SB 1383 regulations that require each jurisdiction to procure and use finished compost, ZWM contracted with Placeworks on January 31st, 2023, with the goal of understanding where compost could be applied in Marin County. To this end, Placeworks has worked on creating a database hosted in ArcGIS Online that inventories each member jurisdiction's parks and landscaping features. This database provides estimates of tonnage of procured organic waste that theoretically can be utilized for each landscape feature based on dimensions and landscape types, as well as summaries of the 'actual' tonnages of compost and mulch already being used in existing maintenance programs for each feature.

The database is accompanied by web-based tools that enable jurisdiction and agency staff to view, update and maintain the data. Staff can also view graphic summaries of key indicators, like remaining procurement targets after utilization. The database contains information for each site used to calculate the total potential tonnage of mulch or compost that can be applied to each landscape feature based on characteristics like area (square feet), landscaping type (turf, low water planting bed, high water planting bed, etc.), and depth and frequency of compost and/or mulch application based on landscaping type. The database is accompanied by a mobile device application for real time updates in the field, and a database editing tool available in a web browser.

The first half of the contract was spent gathering and building out necessary data via the Marin Geo Hub, Marin Maps, and the Biomass group, and on developing an ArcGIS Field Maps mobile application and Experience Builder web application.

ZWM staff worked with the County of Marin's IST team to set up user accounts for access through the County's portal. Each jurisdiction can log in, view, and edit the datasets for their jurisdiction.

Jurisdictions will review and update the data provided by Placeworks, with a focus on indicating which spaces identified in ArcGIS are actually feasible for compost application and which would not be practical. This data and feedback from the member agencies will be used for compost procurement planning for calendar year 2024 as Zero Waste Marin staff direct the procurement and application of compost in Marin County.

PlaceWorks will assist and train appointed member agency staff with utilizing these tools. A virtual webinar series will be scheduled over the summer months and will include open office hours for all stakeholders to ensure all jurisdictions can access and update their data.

### SB 1383: Edible Food Recovery Program

SB 1383 requires jurisdictions to implement an edible food recovery program, aimed at recovering surplus edible food from certain generators. This requirement is split up into two Tiers: Tier 1 and Tier 2. Large entities such as supermarkets, grocery stores, and wholesale food vendors were included in Tier 1 and were required to start donating surplus edible food by January 1, 2022, while smaller edible food generators such as restaurants with more than 250 seats, hotels with more than 200 rooms, and hospitals with more than 200 beds need to begin donating surplus edible food on January 1, 2024.

During the 2022-23 Fiscal Year, Zero Waste Marin staff focused on compiling a comprehensive list of all Tier 1 and Tier 2 edible food generators in the County of Marin covered under the regulations as being required to donate. JPA staff then wrote a Request for Proposals (RFP) to find a contractor to support the development of an edible food recovery program within the County of Marin. HF&H Consultants was chosen and contracted to help JPA staff build out the edible food recovery program, with the goal of establishing a program that not only meets SB 1383 requirements but ensures a system that prevents edible food from being wasted. This program is currently being built.

### CalRecycle Electronic Annual Report (EAR)

Each year County of Marin staff submits to CalRecycle an Electronic Annual Report (EAR) on behalf of all Zero Waste Marin Member Agencies which provides the state with an overview of various metrics associated with waste disposal and recovery.

This year's reporting includes the first full year of data of the recently implemented (January 1, 2022) SB 1383 regulations. As per the SB 1383 Letter Agreement dated April 20, 2023, the Zero Waste Marin Staff provided additional assistance to the towns and cities (Belvedere, County of Marin, Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, Ross, San Anselmo, San Rafael, Sausalito, and Tiburon) with completing these reporting requirements.

Areas in which the jurisdictions reported included: Procurement, Edible Food, Collection Systems, Education and Outreach, MWELo, C&D and CalGreen, Enforceable Mechanisms and Ordinances, Enforcement & Monitoring and Planning Documentations.





In addition, the four haulers: Bay Cities Refuse, Marin Sanitary Service, Mill Valley Refuse and Recology provided additional information associated with their Commercial Programs and Residential Programs.







As this is the first full year specifically associated with SB 1383 reporting, this report serves as a baseline for future reporting and provides a benchmark to continue our process improvement efforts through measurable data.

The tables below highlight some of the metrics that will be used for benchmarking:

Number of generators that received SB 1383-related materials\*

| Print   | Electronic  | Direct Contact   | Other Contact   |
|---|---|--|---|
|  |  |  |  |
| 61362   | 42271   | 4312   | 11847   |

Number of commercial generators that received Edible Food materials\*

| Print  | Electronic   | Direct Contact  | Other Contact  |
|--|--|---|--|
|  |  |  |  |
| 736  | 491  | 54  | 35   |

\*These tables do not reflect the City of Novato as they report separately to CalRecycle.

## Programs Overview

The following section highlights Zero Waste Marin's main program areas, including the Zero Waste Marin Schools Program, the Household Hazardous Waste program, and our Community Events & Outreach program.

### Zero Waste Schools Program

The Zero Waste Schools Program (ZWSP) began working with Marin County schools in 2015 with the intent to help school sites begin or improve recycling and composting programs. To date, the ZWSP has worked with 35 school sites and continues to grow. The focus of the program is to help schools become compliant with mandatory state-wide waste laws, reduce the amount of waste they send to landfill, and empower students to make a change at their school and in their community.

During the 2022-23 Fiscal Year, new JPA staff member Casey Fritz was brought on to take over managing the Zero Waste Schools Program. During this time, Casey updated the Zero Waste Schools Certification to make improvements, incorporate new requirements from state laws, and recognize feedback from



schools on what they would like to get out of the program. Casey also established a new system for tracking school service level data in the program, which allowed JPA staff to determine that 77% of the schools in the program have had an increase in diversion percentage while in the program. Diversion is the percentage of waste that is recycled or composted instead of landfilled, so it is encouraging to see so many schools improve their diversion by recycling and composting more and sending less to landfill. Average diversion of all schools enrolled in the program has improved from 46% to 56% over the course of enrollment in the program.

## Household Hazardous Waste (HHW) Program

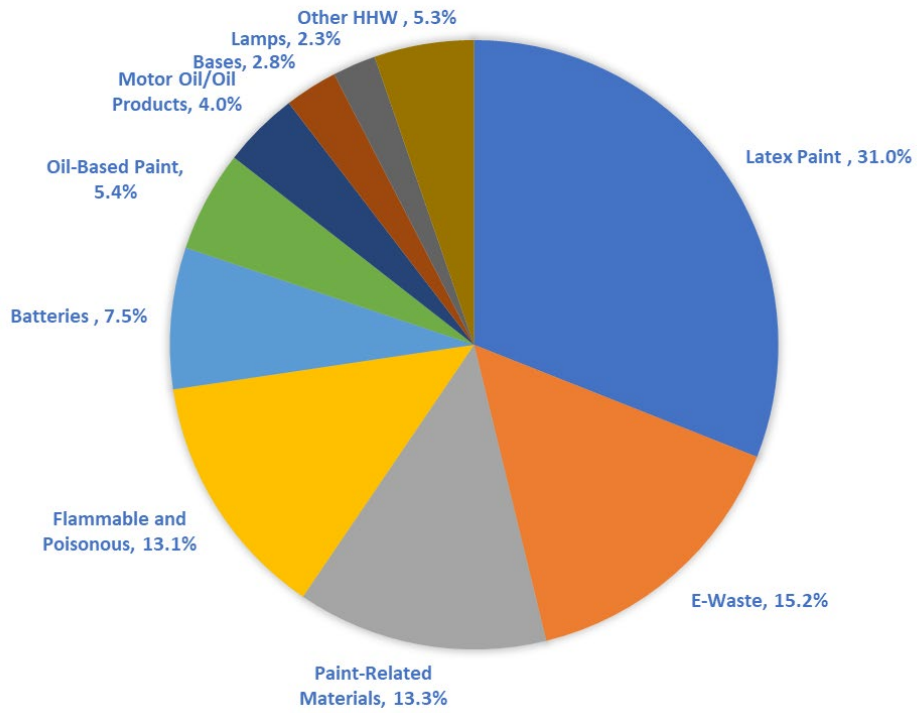
One of the largest programs run by Zero Waste Marin is the Household Hazardous Waste program, which is a result of the partnership between Zero Waste Marin and Marin Recycling & Resource Recovery Association. This partnership previously was between the City of San Rafael Fire Department and the Zero Waste Marin JPA, but management of the facility was transferred to Zero Waste Marin in the 2022/23 Fiscal Year. The HHW Facility is operated by Marin Sanitary Service staff and has been since it opened. On July 1<sup>st</sup>, 2023, the HHW Facility management was taken over by Zero Waste Marin.

Residents of Marin County, except Novato, may drop off their HHW at the facility or at the collection events for free. Very Small Quantity Generator (VSQG) businesses may drop off their hazardous waste for a fee. The Marin HHW Facility also offers a reuse area where like-new products are available for residents and businesses to take for free. The reuse area is open to the public during facility hours. The table below summarizes the total pounds of materials collected, the number of household participants, and the number of commercial Small Quantity Generators that participated. It also summarizes the materials collected for the Reuse Area.

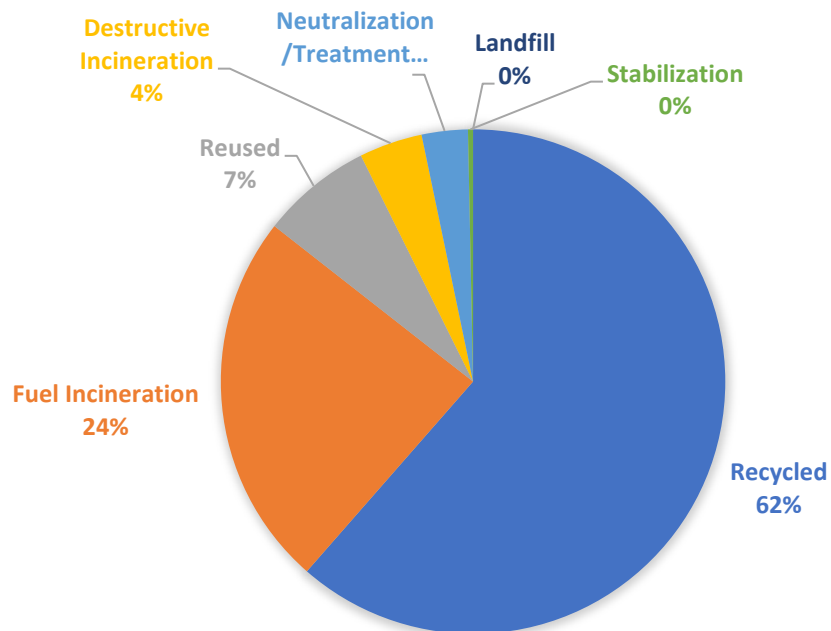
| <b><u>Program Type</u></b> | <b><u>Pounds Collected</u></b> | <b><u>Household Participants</u></b> | <b><u>CESQG Participants</u></b> |
|----------------------------|--------------------------------|--------------------------------------|----------------------------------|
| <b>Marin HHW Facility</b>  | 1,087,233                      | 27,577                               | 308                              |
| <b>Reuse Area</b>          | 38,649                         | N/A                                  |                                  |

The following pie charts show two different metrics for the HHW program. The first chart, “HHW Program Waste Type by Percentage”, shows the amount of hazardous waste materials collected by type or category, such as latex paint or batteries. The second chart, “Destination Method for All Program Waste”, shows how the HHW was handled after collection.

### HHW PROGRAM WASTE TYPE BY PERCENTAGE



### DESTINATION METHOD FOR ALL PROGRAM WASTE



The following sections contain information on additional household hazardous waste programs run by Zero Waste Marin.

### Bulb and Battery Recycling Program

To operate a bulb and battery program across Marin County, Zero Waste Marin works with contractor Revolt Recycling. The goal of this program is to provide convenient locations across the County where residents can safely recycle their bulbs and batteries, which cannot be processed in standard recycling systems.

Revolt provides collection and hauling services of fluorescent tubes, standard household CFL and U-Tube bulbs, and standard household single-use and rechargeable batteries. Each designated collection location is provided with receptacles or bins to ensure compliance with local, state, and federal laws and regulations. Revolt Recycling also works with participating retailers to streamline collection, minimize hazardous conditions, and prevent contamination.

Participating locations include:

- Waste Management JPA Office
- Bolinas Bay Lumber
- Supply Point Reyes
- Good Earth Natural Foods
- Goodman Building Supply
- Jacksons Hardware
- Waterstreet Hardware Sausalito
- Tamalpais Community Services District
- Marin Ace Hardware
- United Markets (San Anselmo)
- United Markets (San Rafael)

Below is a table of the pounds (LBS) of electronic waste recycled outside of the Permanent HHW Facility by Revolt Recycling at the 11 participating locations listed above.

|                        |            |
|------------------------|------------|
| Florescent Lamps       | 6,718 LBS  |
| Rechargeable Batteries | 1,684 LBS  |
| Other Batteries        | 31,375 LBS |

### Used Oil Recycling Program

Zero Waste Marin has a contract with Soluna Outreach Solutions to operate the Used Oil Recycling Program. Soluna is responsible for visiting, installing signage, and reporting required information on all Certified Collection Centers (CCCs). Many of these requirements must be reported to CalRecycle. Soluna also helps Zero Waste Marin to conduct outreach at community events such as fairs, car shows, and farmers markets. Other outreach efforts include working with marinas in the County to provide oil-absorbent pads, conducting outreach to harbor masters and residents, and running English as a Second Language (ESL) classes on the recycling of used oil and filters. During the fiscal year 2022/23, ten ESL classes were conducted with a total attendance of 267 people.

The community's response to the program continues to be very positive. Last fiscal year, 26 kits were successfully delivered to residents in Marin County that requested a kit through the online program. Additionally, the nine collection centers that voluntarily receive oil from the public reported collecting 12,039 gallons of used motor oil and 4,410 filters. All the locations are doing a good job as collection centers and the managers are positive about their role in the program.

|                      |               |
|----------------------|---------------|
| Oil Recycled         | 12,039 LBS    |
| Oil Filters Recycled | 4,410 Filters |

### Marine Flare Event

During the 22/23 FY, ZWM staff collaborated on planning for a marine flare collection event. The purpose of this event is to collect expired marine flares and educate residents about marine flare management safety, including the advantages of reusable distress signals, as well as handing out free reusables to residents to protect communities and local environment. CPSC took the lead on the outreach efforts, which included postcards mailed directed to all registered boaters in each partnering jurisdiction, social media posts, webinars and conference presentations, newsletters, and direct emails to stakeholders. CPSC and the California Coastal Commission also coordinated with all Marin County Marinas, particularly the host site Clipper Yacht Harbor, to post fliers and inform their communities of the event.

Participants and project partners included:

- Alameda County
- Delta Diablo
- Del Norte County
- West Contra Costa County
- Marin County
- California Product Stewardship Council (CPSC)
- CalRecycle
- California State Parks
- California Coastal Commission

The purpose of partnering with so many organizations was to host the marine flare collection events in Northern California on the same weekend. Coordinated outreach and marketing efforts were used to promote the synchronized events.

This event will take place during the 2023/24 Fiscal Year. Additionally, Zero Waste Marin has applied for a grant from CalRecycle that could alleviate the costs for this program and allow the County to possibly have Marine Flare events twice a year.



## Toxic Away Day Events

Zero Waste Marin works with Clean Earth to manage two Toxic Away Day events in West Marin. This program has been funded by the Marin County Hazardous and Solid Waste JPA but managed by San Rafael Fire for over 20 years. The JPA will manage its first event in November 2023 in Bolinas.

Toxic away events are held two times a year, one in Bolinas in November and the other in Point Reyes in May. Clean Earth sets up and takes down the event and follows all rules and regulations regarding accepting HHW materials from residents. Clean Earth sorts materials from residents into proper and compliant containers to safely transport to recycle or dispose.

The measure of success is largely of safety, attendance, and satisfaction of residents. These events may prevent hazardous waste from being dumped in nature or improperly disposed of in our municipal waste streams. The events usually have around 60 households participating and collect more than 5,000 pounds of waste to be managed. The table below summarizes the totals for the 2022 events.

| Event Name                    | Pounds collected (LBS) | Number of Cars |
|-------------------------------|------------------------|----------------|
| 2022 Bolinas Toxic Away Day   | 7,941 LBS              | 60 Cars        |
| 2022 Pt. Reyes Toxic Away Day | 5,651 LBS              | 60 Cars        |





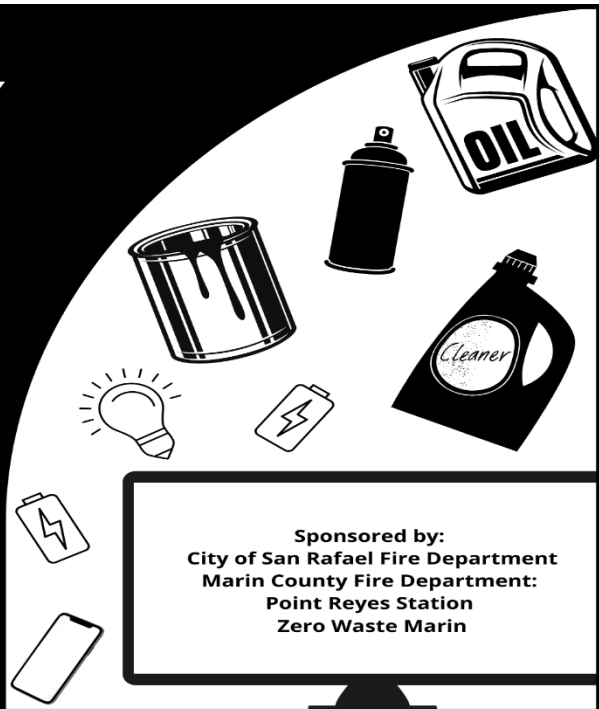
# FREE TOXIC AWAY DAY

**Saturday, May 14th, 2022  
9 am - 1 pm / Pt. Reyes Station**

**Dispose of materials such as:**

- **Paints, stains, solvents**
- **Motor oil, antifreeze**
- **Bleach, cleaners, pesticides**
- **E-waste, batteries, lightbulbs**

**Waste disposal limit:  
15 gallons liquid or 125 pounds of dry waste.**



**60 Cars Maximum - by Appointment Only! Call 916-351-0980 Ext. 0204 or Book Online at [www.cleanearthinc.com/pt-reyes-household-hazardous-waste-program](http://www.cleanearthinc.com/pt-reyes-household-hazardous-waste-program)**

## Community Events & Outreach

### Earth Day Marin

To celebrate Earth Day, JPA staff attended the Earth Day Marin event put on by Green Change in Mill Valley. The event was held at the Mill Valley Community Center and brought together many different community groups focused on tackling our most pressing environmental challenges. Community members were invited to attend the event to learn about climate and environmental solutions that they could support and implement in their everyday lives. Casey Fritz, the lead for the Zero Waste Schools Program, attended the event to play a zero waste game with attendees, discuss ways to reduce waste, and help community members learn about Zero Waste Marin's efforts to reduce waste at Marin County schools.



JPA STAFF AT THE EARTH DAY MARIN EVENT.

## Outreach

Zero Waste Marin staff provide outreach to the community in a variety of ways, including through the website, social media channels, physical collateral, media campaigns, and direct outreach like phone calls or site visits. Below are a few highlights of the outreach efforts conducted by Zero Waste Marin in the 2022/23 fiscal year.

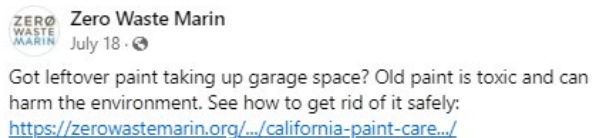
### Zero Waste Schools Video

Zero Waste Marin worked with contractor Gigantic Idea Studio (GIS) to film and produce a “[Day in the Life of A Zero Waste School](#)” video at Bahia Vista Elementary School in San Rafael. For this project, the ZWSP lead coordinated with GIS on the important pieces to highlight in the video. The video covers the efforts of students, custodial staff, and teachers to demonstrate the importance of all school stakeholders working together. The video also covers the support that schools are provided when they are enrolled in the Zero Waste Schools program, including educational support, infrastructure for recycling and composting, and expert advice on setting up a sorting system.

The video is on the Zero Waste Marin Schools Program webpage and on the Zero Waste Marin YouTube channel. It has more than 300 views on YouTube.

### Social Media (Facebook)

Zero Waste Marin worked with contractor Gigantic Idea Studio (GIS) on managing Facebook posts. GIS focused on posting consistently to the ZWM Facebook account, with 23 posts during the 22/23 fiscal year. Nearly all Facebook posts were promoted, leading to an audience reach of 275,000.





## Spring Campaign – Turn Down the Volume

Zero Waste Marin staff worked with contractor Gigantic Idea Studio to run a spring campaign called “Turn Down the Volume”. The campaign message focused on reducing waste by making switches to common household items, such as switching to reusable cleaning cloths, using rechargeable batteries, or avoiding plastic detergent bottles by using detergent sheets. Examples of the campaign collateral are included below.



The campaign ran from May 1, 2023 – June 30, 2023, and was run in the Marin IJ, through EfectTV ads, on bus shelters, and on social media, among other strategies. Metrics from the campaign are listed in the table below.

### Results Summary by Channel

| Channel                              | Description   | Notes/Observations   |
|--------------------------------------|---|--|
| Website <a href="#">Landing Page</a> | Theme: Turn Down the Volume of Waste  | Featuring the video and basic tips   |
| Video PSA                            | Loaded to website and promoted via <a href="#">ZWM YouTube channel</a>  | 143,000 views  |
| Lamar bus ads                        | 15 bus ads for 8 weeks, May 6 – June 30   | Good community visibility  |
| Outfront bus shelter ads             | Large ads on 2 networks and special focus on Larkspur Ferry   | Ads on 37 shelters   |
| Marin IJ print ads                   | Sunday ads ran for 6 weeks starting May 7   | Circulation ~25,000 per Sunday issue                                       |
| Marin IJ digital ads                 | Ran for 6 weeks starting May 7  | 350,000 impressions, 443 clicks  |
| Marin IJ eblast                      | 1 <sup>st</sup> version sent May 15, second version sent June 8 to those who <a href="#">opened first version</a> . | May 15: 12,797 views, 2,367 clicks; June 8: 2,228 views, 350 clicks        |
| Marin Magazine (print ad)            | Set of ads in June issue  | 30,000 copies distributed; readership estimate of 90,000                   |
| San Rafael Banners                   | 12 banners posted for 4 weeks in May 2023   | Good exposure to vehicular and pedestrian traffic                          |
| EffecTV                              | Streaming on various channels, May-June 2023  | 134,930 impressions  |
| Facebook                             | 6 ads, 2 boosted posts  | Combined reach of 319,591 people, 105 likes and reactions, 204 link clicks |
| Google Search & Display Ads          | Text ads geared to search and image display ads   | 154,396 impressions; 3,705 clicks  |
| Partner E-blast                      | Sent to 88 partner organizations, 45% opened.   | 4 placements on partners' social or website.                               |

### Website

The Zero Waste Marin website is an important tool for providing outreach and information to the community. This section will summarize metrics from ZWM's contractor Gigantic Idea Studio, who managed the website during the 22/23 fiscal year.

The table below shows how visitors are accessing the Zero Waste Marin website.

| Channel                     | Visitors      | Visits        | % of Total Visits | Bounce Rate | Avg. Session Duration (secs) |
|-----------------------------|---------------|---------------|-------------------|-------------|------------------------------|
| Organic Search <sup>1</sup> | 11,209        | 13,740        | 48%               | 63%         | 74                           |
| Direct <sup>2</sup>         | 7,340         | 9,091         | 31%               | 72%         | 72                           |
| Referral <sup>3</sup>       | 2,172         | 2,959         | 10%               | 71%         | 80                           |
| Email <sup>4</sup>          | 2,023         | 2,131         | 7%                | 39%         | 144                          |
| Social <sup>5</sup>         | 893           | 1,002         | 3%                | 84%         | 59                           |
|                             | <b>23,637</b> | <b>28,923</b> | <b>100%</b>       | <b>66%</b>  | <b>79</b>                    |

1. Organic search – unpaid search on keywords.
2. Direct - typing or bookmarking a URL.
3. Referral – Traffic from a click on another website, including digital ads.
4. Email – traffic from links in ZWM or Marin IJ emails.
5. Social – organic and paid traffic from Facebook and YouTube.

The second table, shown below, shows which pages on the Zero Waste Marin website are most popular; most visitors go to the Home page, and the second most popular page is the Recycling Guide.

| <b>Top 10 Most-Visited Web Pages, July 1, 2022- June 30, 2023; California-based Visitors</b> |                   |                              |                                 |                  |                    |
|--|-------------------|------------------------------|---------------------------------|------------------|--------------------|
| <b>Page Title</b>  | <b>Page Views</b> | <b>% of Total Page Views</b> | <b>Avg. Time on Page (secs)</b> | <b>Entrances</b> | <b>Bounce Rate</b> |
| Home   | 7,030             | 12%                          | 46                              | 5,079            | 38%                |
| Recycling Guide  | 5,567             | 10%                          | 80                              | 1,927            | 51%                |
| Turn Down the Volume on Waste!   | 5,217             | 9%                           | 200                             | 4,320            | 80%                |
| Give the Gift of Great Memories!   | 3,500             | 6%                           | 172                             | 2,801            | 90%                |
| Bulb & Battery Take Back   | 1,586             | 3%                           | 176                             | 1,026            | 84%                |
| Household Hazardous Waste  | 1,509             | 3%                           | 120                             | 861              | 77%                |
| Textiles   | 1,380             | 2%                           | 154                             | 715              | 76%                |
| Zero Waste Resources   | 1,351             | 2%                           | 35                              | 169              | 31%                |
| Electronics  | 1,273             | 2%                           | 44                              | 895              | 25%                |
| Who is my Hauler?  | 1,165             | 2%                           | 104                             | 313              | 85%                |
|  | <b>56,461</b>     | <b>100%</b>                  | <b>83</b>                       | <b>28,923</b>    | <b>66%</b>         |

## Looking Ahead: Goals for FY 23-24

FY23-24 will be a time to learn more and explore existing programs, budget allocations, and to further define/refine our collective goals and workplan to show progress. SB1383 is a heavy lift, but we have a team of dedicated, creative, and knowledgeable staff who will continue to learn the nuances of the regulations and work to streamline internal processes to demonstrate the impact of our program through metrics and examples. Major goals for FY 23/24 include:

Hire SB 1383 staff approved in the budget.



Update and refine a work plan, with a focus on metrics for programs.



Expand HHW take-back programs through grant funding opportunities.



Evaluate and update public outreach, including a website redesign.



Develop a strategy for providing education at events in member jurisdictions.



Continue to grow the Local Task Force's role as an advisory board.



Convene the JPA Sub-committee to evaluate current programs and the respective budgets and make recommendations for future programmatic needs.

