

# Zero Waste Marin: Annual Report for FY 23/24



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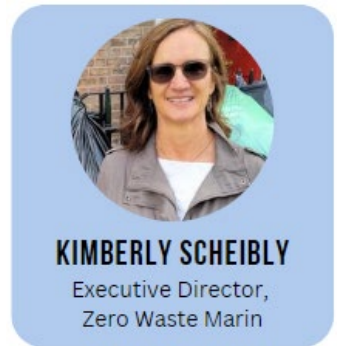
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## Letter from the Executive Director

The past 16 months have been filled with challenges, opportunities, and several successes. I thank everyone on the JPA Board, my supervisors, and my staff for all the support they provide. Having a full staff dedicated to the Zero Waste Marin JPA will allow us to accomplish even more in the years ahead as we continue to navigate regulatory compliance, changing recycling markets, more toxic products entering the waste stream, and rising costs of managing our resources. We were able to accomplish the following in FY 2024:



- Hired two more full-time employees to assist with regulatory compliance.
- Approved a Restated and Amended Staffing Agreement between the County of Marin and the JPA.
- Received two grants from CalRecycle: SB1383 Local Assistance Grant and HD41 Hazardous Waste Grant.
- Approved the FY24/25 budget.
- Completed the first Marine Flare Take Back event in the County.
- Completed the first year of new regulatory obligations for SB1383 on behalf of the Member Agencies.
  - Mailed the first County-wide SB1383 letters to residents, businesses, and edible food generators informing the public of the requirements.
  - Created/updated our educational resources, redesigned our website, and increased our presence in the community through tabling events.
  - Implemented regular meetings with Sustainability and Hauler staff to improve communication, establish compliances processes, and determine roles and responsibilities for implementation and monitoring.
  - Met the Recovered Organic Waste Product Procurement target for 2023 and are set to meet the 2024 target before the end of the year.
  - Completed an Edible Food Capacity Study, purchased cloud-based software for generators to record food recovery efforts, and evaluated ways to improve the edible food recovery program.
  - Began inspections of businesses with a focus on education and training.

The complexities of managing our waste stream are not without challenges; however, continued communication, collaboration and commitment will ensure we meet and exceed our goals. I continue to be inspired, motivated, and challenged to grow in this position by staff, member agencies and their staff, and all the community agencies we partner with. Thank you all so much for your continued support.

Kimberly Scheibly  
Executive Director

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## 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 the 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, among other State-wide waste laws. The Marin County Department of Public Works, Waste Management Division administers Zero Waste Marin programs and responsibilities.

## Zero Waste Marin staff

The Zero Waste Marin team is made up of nine staff members, who each manage different aspects of Zero Waste Marin programs. Zero Waste Marin staff are employed by the County of Marin and have a staffing agreement with the Joint Powers Authority to provide staffing to run Zero Waste Marin Program.

Our team members include:

**Kimberly Scheibly**  
*Executive Director*

**Casey Poldino**  
*Program Manager*

**Amy Kolnes**  
*Senior Planner*

**Casey Fritz**  
*Senior Planner*

**Kathy Rico**  
*Senior Planner*

**Andy Buck**  
*Senior Program  
Coordinator*

**Ruben Hernandez**  
*Senior Program Coordinator*

**Andrew Shelton**  
*Waste Management  
Specialist*

**Meilin Tsao**  
*Waste Management  
Specialist*

## Zero Waste Marin Board Members

The Zero Waste Marin Joint Powers Authority Board is made up of the eleven City and Town Managers of Marin's cities and towns and the County Executive for Marin County. There are also alternates for nearly all jurisdictions who attend the Board meetings and are able to vote on behalf of their jurisdiction.

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There are also three Committees on the Board: the Executive Committee, the Budget Committee, and the Programs Committee. These committees meet in addition to the full Joint Powers Authority Board.

Our Board members and Alternates include:

**Robert Zadnik**  
*City Manager*  
*City of Belvedere*

**Dan Schwarz**  
*City Manager*  
*City of Larkspur*

**David Donery**  
*Town Manager*  
*Town of San Anselmo*

**Antony Boyd**  
*Public Works Director*  
*City of Belvedere (Alt)*

**Shannon O'Hare**  
*Asst. City Manager*  
*City of Larkspur (Alt)*

**John Stefanski**  
*Asst City Manager*  
*City of San Rafael*

**Adam Wolff**  
*Town Manager*  
*Town of Corte Madera*

**Todd Cusimano**  
*City Manager*  
*City of Mill Valley*

**Cory Bytof**  
*Sustainability Manager*  
*City of San Rafael (Alt)*

**Demetre Copeland**  
*Asst. Civil Engineer*  
*Town of Corte Madera (Alt)*

**Grace Ledwith**  
*Climate Action &  
Sustainability Coordinator*  
*City of Mill Valley (Alt)*

**Chris Zapata**  
*City Manager*  
*City of Sausalito*

**Derek Johnson**  
*County Executive*  
*County of Marin*

**Jessica Deakyne**  
*Acting City Manager*  
*City of Novato*

**Catie Thow Garcia**  
*Resilience &  
Sustainability Manager*  
*City of Sausalito (Alt)*

**Dan Eilerman**  
*Assistant CAO*  
*County of Marin (Alt)*

**Gretchen Schubeck**  
*Sustainability Coordinator*  
*City of Novato (Alt)*

**Greg Chanis**  
*Town Manager*  
*Town of Tiburon*

**Heather Abrams**  
*Town Manager*  
*Town of Fairfax*

**Christa Johnson**  
*Town Manager*  
*Town of Ross*

**David Eshoo**  
*Associate Engineer*  
*Town of Tiburon (Alt)*

**Loren Umbertis**  
*Director of Public Works*  
*Town of Fairfax (Alt)*

**Eric Robbe**  
*Senior Building Inspector*  
*Town of Ross (Alt)*

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## Major Program Accomplishments: FY 2023/24

Below is a high-level summary of the major accomplishments from the 2023/24 Fiscal Year (July 1, 2023 – June 30, 2024).



Hired four new staff to work on programs and expand offerings.



Took over management of the Marin HHW Facility.



Signed onto letters of support for proposed, relevant State-wide waste laws.



Procured finished compost for the first time, as required by State law SB 1383.



Built out the County-wide edible food recovery program, and began in-person visits.



Sent an educational letter to all Marin County residents (120,000+ addresses) to educate about SB 1383.



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## Regulatory Compliance & Reporting

### SB 1383 Outreach and Communications Efforts

Zero Waste Marin staff undertook several major outreach efforts related to SB 1383 during the 23/24 Fiscal Year. In August 2023, all covered commercial edible food generators received a letter from Zero Waste Marin to inform them of required surplus edible food donation; details of this letter are included in the “Edible Food Recovery Program” section below. In total, 185 of these letters were mailed. Zero Waste Marin also mailed a letter to all residents in Marin County in December 2023; a letter in English and Spanish, along with a one-pager on how SB 1383 affects residents, were mailed out to 124,885 addresses in Marin County.

Zero Waste Marin staff also continued outreach efforts via social media, the website, and in-person events. Staff regularly posted on social media channels, including Instagram and Facebook, about relevant social media topics. As part of the website update, the Legislative section of the Zero Waste Marin website was reviewed and updated to ensure all required information is clear and easily accessible. Staff continued to offer trainings and technical assistance to businesses and other sites that requested support or needed additional information about complying with SB 1383.

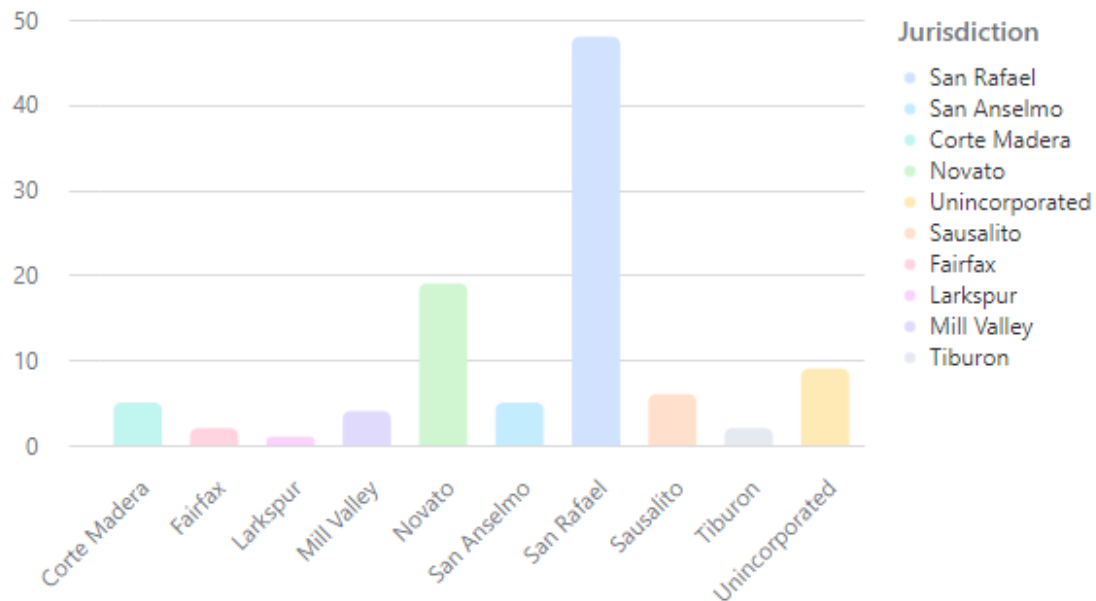
### SB 1383 Edible Food Recovery Program

In the 23/24 Fiscal Year, Zero Waste Marin staff built on their previous efforts to compile and maintain a list of all covered commercial Edible Food Generators as required under SB 1383. After compiling this list of covered generators, Zero Waste Marin staff mailed an initial letter to all covered generators in August 2023. The goals of this letter were to notify businesses that they qualified as a commercial Edible Food Generator per CalRecycle’s definitions and that they must donate their surplus edible food.

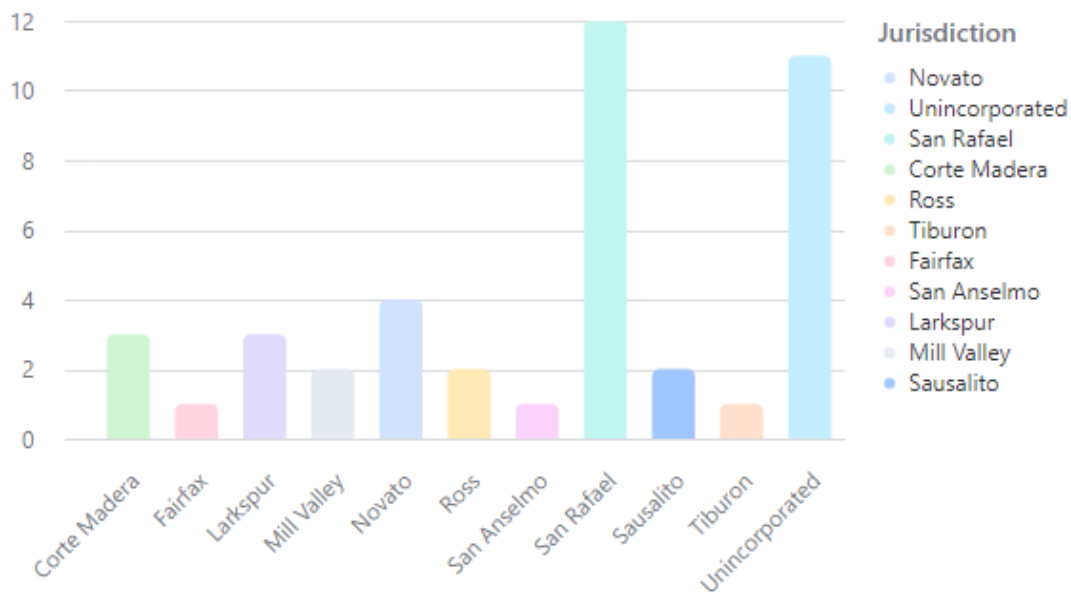
These letters were successful in soliciting responses from most generators, and Zero Waste Marin staff were able to begin verifying which generators truly belonged on the covered edible food generator list. This database of generators was built in AirTable, a software that allows staff to maintain information about each generator and allows generators to respond to surveys via unique links specific to their site. Below, the two bar charts show the number of generators located in each jurisdiction within Marin County. This graph was created in AirTable using the data managed in the ZWM database.

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Count of T1 Generators by Jurisdiction



Count of T2 Generators by Jurisdiction



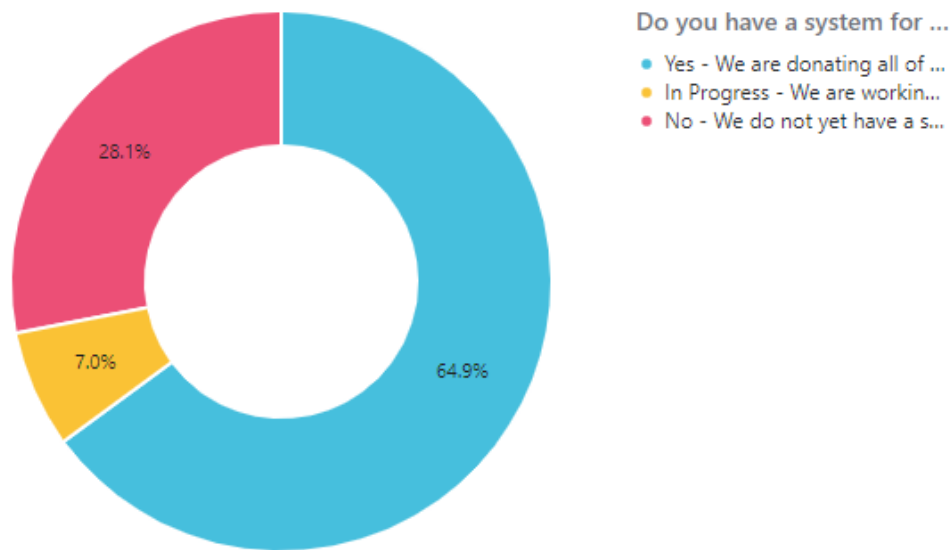
ZWM sent out electronic surveys to all covered edible food generators that had been identified to gather information about the business and how much progress had been made towards complying with the food donation requirements. Below are two pie charts showing answers to the question: “do you have a system for food donation at your



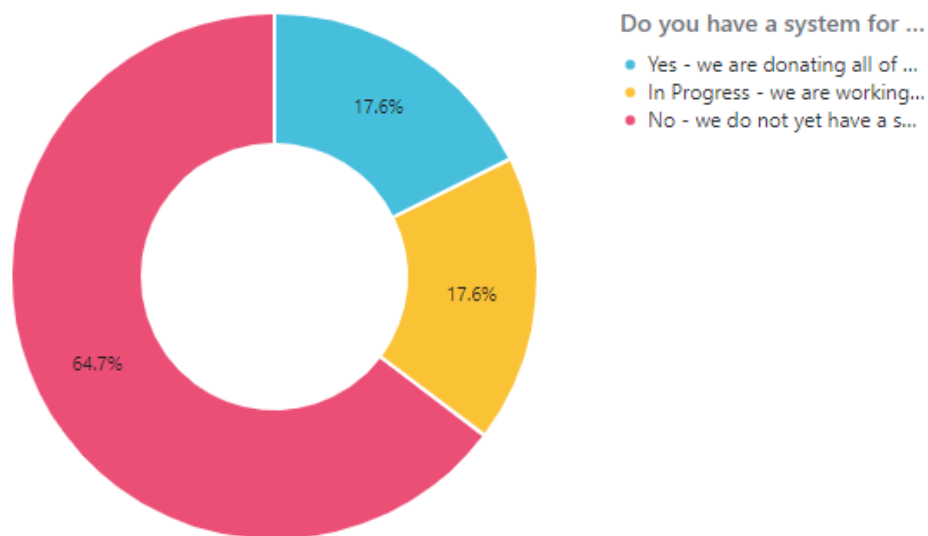
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site?”. Of the generators that responded, the majority of Tier 1 generators indicated that they already have a system in place or are in progress creating one. On the other hand, Tier 2 generators predominantly indicated that they do not yet have a food donation system in place. This could be a reflection of the fact that Tier 1 generators have had to be compliant with food donation requirements since January 1, 2022, while Tier 2 generators just passed their compliance deadline on January 1, 2024, and are still getting set up.

Tier 1 Generators: Self-Reporting on Food Donation Status



Tier 2 Generators: Self-Reporting on Food Donation Status



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During FY 23/24, ZWM also had a contract with HF&H Consultants to assess and improve the edible food recovery program. This contract was successfully completed in May 2024. The main goals of the contract were to:

- Review and verify the generator list compiled by ZWM staff.
- Review and verify the list of Food Recovery Organizations and Services compiled by ZWM staff.
- Help ZWM staff understand the existing food recovery landscape and capacity in Marin County.
- Complete a capacity assessment as required by CalRecycle, with a report that also includes recommendations, findings, and best practices.

Additionally, in May of 2024 ZWM staff visited 20% of the total generators in Marin County, which amounted to 28 site visits. These visits aimed to educate generators about their responsibilities under SB 1383, ensure they had received our communications, and determine the current status of food recovery at their site. This information will be used to help ZWM staff understand how generators are currently complying with the regulations, and what support would be most helpful to them moving forward.



## Required Recovered Organic Waste Procurement (ROWP)

SB 1383 includes a Recovered Organic Waste Products (ROWP) procurement target, as defined by CalRecycle, which requires jurisdictions to procure 0.08 tons of organic waste per resident of the jurisdiction. This procurement target can be met through the procurement of any combination of compost, mulch, biomass electricity, and renewable gas. ZWM decided to comply with this section of the regulation through the procurement of compost. The total ROWP procurement target for all of Marin County is 20,621 tons which is the equivalent of 11,961 tons of compost.

In the fall of 2023, ZWM entered into contract with a Direct Service Provider, Agromin, to fulfill the entirety of the procurement target for 2023. The compost procurement target for 2023 (using the CalRecycle-approved tiered scale of 30% of target) was a total of

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3,588 tons. This tonnage was purchased in the Central Valley and applied to agricultural lands in the Central Valley. This was a great benefit to farmers who produce much of our country's food. We also worked with West Marin Compost (WMC) to secure 790 cubic yards of compost for local farmers in Marin.

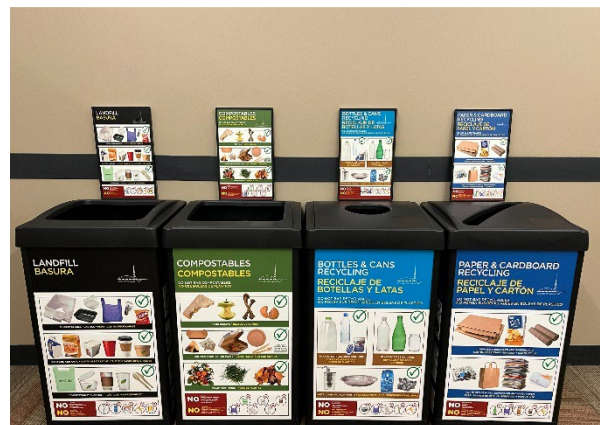
For 2024, we have procured 200 cubic yards of compost from WMC for application on local West Marin agricultural lands, to date. We have also contracted with Agromin for the procurement of the majority of our compost target. The target for 2024 is 7,774 tons at the CalRecycle-approved tiered scale of 65% of full target. We will also work on a contract with WMC to further provide local compost to our local agricultural community. We will be hosting a compost giveaway day during Zero Waste Week in October 2024.

ZWM is also currently working with the following entities to create and grow a beneficial partnership that serves our counties needs for compost:

- Marin County Parks
- Marin Carbon Project
- Marin Agriculture & Land Trust
- Marin Resource Conservation District
- Parks Measure A Grantees
- Local community and school gardens
- UCCE Extension

## Jurisdiction Spotlight: County Buildings SB 1383 Compliance Program

In December 2023, the County of Marin Waste Management team hired a dedicated Senior Program Coordinator to create and manage the Marin County buildings SB 1383 Compliance Program. This role is responsible for deploying the infrastructure and developing the programs needed at all County buildings to comply with California State Law SB 1383, the Short-Lived Climate Pollutants Act. This law requires everyone in California to separate their organic material (such as food scraps, soiled paper and plant trimmings) to prevent it from going to landfills.



*Image of new, SB 1383-compliant waste sorting stations.*

One of the main requirements of the SB 1383 regulations is to have containers for organic material and recyclables in all areas where disposal containers are provided, and all waste containers must conform to the proper color and labeling requirements.

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The County of Marin currently has 61 properties needing the proper infrastructure to comply with all SB 1383 requirements. The Marin Civic Center and the Marin Center complex were selected as the first County campuses to deploy the new sorting stations and implement the programs needed to comply with the law.

After conducting a comprehensive needs assessment at the Civic Center and the Marin Center, the Senior Program Coordinator managing this project determined that 65 new sorting stations are needed in 103 offices throughout the Civic Center, and 51 sorting stations are needed for the Exhibit Hall, the Showcase Theater, and the Marin Veterans Memorial Auditorium at the Marin Center complex.



*Images of new, SB 1383-compliant waste sorting stations.*

The roll-out of the new sorting stations will be gradual, starting with the Marin Center complex in time for the Marin County Fair in early July 2024. Next up will be the Administrative building, the Hall of Justice, and the Court Floor at the Civic Center campus. The goal of this project is not only to achieve 100% compliance with SB 1383 at the Marin Civic Center and the Marin Center, but additionally to transform those two campuses into compliance models for the rest of the County and the entire region.

## CalRecycle Electronic Report (EAR)

Each year staff submit a required Electronic Annual Report (EAR) to CalRecycle on behalf of all Zero Waste Marin Member Agencies; this Report provides the State with an overview of various metrics associated with waste disposal and recovery.

This year's reporting represents the second full year of reporting since SB 1383 regulations went into effect on January 1, 2022. As per the SB 1383 Letter of Agreement dated April 20, 2023, Zero Waste Marin staff provided additional assistance to the cities and towns (Belvedere, County of Marin, Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, Ross, San Anselmo, San Rafael, Sausalito, and Tiburon) with completing these reporting requirements.

Reporting categories covered included:

- Procurement
- Edible Food Recovery
- Collection Systems
- Education and Outreach
- MWELo, C&D and CalGreen
- Enforceable Mechanisms and Ordinances
- Enforcement & Monitoring



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- Planning Documentation

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

As there are now two years of SB 1383 reporting, staff has been able to establish a baseline of data which will be used as a benchmark to continue our process improvement efforts through measurable data. Staff has included key metrics from these reports as represented in the tables below.

Tables 1 and 2 represent an overview by jurisdiction for 2022 and 2023 of the number of commercial businesses that were included in a compliance review and those business not recycling organics.

Table 1 (2022)

SLCP (SLCP)			
Jurisdiction Name	Low Population Waiver	Number of commercial businesses (includes multifamily) included in a compliance review	Number of commercial businesses (includes multifamily) included in a compliance review NOT Recycling organics
Belvedere	<input type="checkbox"/>	20	0
Corte Madera	<input type="checkbox"/>	163	0
Fairfax	<input type="checkbox"/>	75	0
Larkspur	<input type="checkbox"/>	246	69
Marin-Unincorporated	<input type="checkbox"/>	305	4
Mill Valley	<input type="checkbox"/>	330	0
Novato	<input type="checkbox"/>	0	0
Ross	<input type="checkbox"/>	13	3
San Anselmo	<input type="checkbox"/>	136	18
San Rafael	<input type="checkbox"/>	1,106	230
Sausalito	<input type="checkbox"/>	169	0
Tiburon	<input type="checkbox"/>	129	0

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Table 2 (2023)

SLCP (SLCP)			
Jurisdiction Name	Low Population Waiver	Number of commercial businesses (includes multifamily) included in a compliance review	Number of commercial businesses (includes multifamily) included in a compliance review NOT Recycling organics
Belvedere	<input type="checkbox"/>	20	0
Corte Madera	<input type="checkbox"/>	163	0
Fairfax	<input type="checkbox"/>	77	0
Larkspur	<input type="checkbox"/>	245	37
Marin-Unincorporated	<input type="checkbox"/>	549	1
Mill Valley	<input type="checkbox"/>	335	0
Novato	<input type="checkbox"/>	971	7
Ross	<input type="checkbox"/>	13	2
San Anselmo	<input type="checkbox"/>	137	3
San Rafael	<input type="checkbox"/>	1,115	75
Sausalito	<input type="checkbox"/>	159	0
Tiburon	<input type="checkbox"/>	128	0

Tables 3 and 4 include additional details regarding education and outreach metrics.

When comparing this year-over-year data, there was an increase in our education and outreach figures. This is due to a combination of continued outreach and education efforts coupled with the inclusion of Novato data, which was previously reported under a separate report for the 2022 annual report.

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Table 3 (2022)

What type of education and outreach were provided to all generators, including organic waste generators, and how many generators received each type of education and outreach? (Includes education and outreach for SLCP, MORE, MCR, and SRRE/HHWE) Select all that apply.								
Jurisdiction Name	Print	Number of generators that received SLCP material	Electronic	Number of generators that received SLCP material	Direct contact	Number of generators that received SLCP material	Other	Number of generators that received SLCP material
Belvedere	<input checked="" type="checkbox"/>	1,700	<input checked="" type="checkbox"/>	850	<input checked="" type="checkbox"/>	21	<input type="checkbox"/>	
Corte Madera	<input checked="" type="checkbox"/>	9,331	<input checked="" type="checkbox"/>	22,767	<input checked="" type="checkbox"/>	176	<input checked="" type="checkbox"/>	8,156
Fairfax	<input checked="" type="checkbox"/>	2,516	<input checked="" type="checkbox"/>	1,561	<input checked="" type="checkbox"/>	169	<input checked="" type="checkbox"/>	0
Larkspur	<input checked="" type="checkbox"/>	1,143	<input checked="" type="checkbox"/>	112	<input checked="" type="checkbox"/>	603	<input checked="" type="checkbox"/>	0
Marin-Unincorporated	<input checked="" type="checkbox"/>	57,924	<input checked="" type="checkbox"/>	5,317	<input checked="" type="checkbox"/>	655	<input checked="" type="checkbox"/>	3,000
Mill Valley	<input checked="" type="checkbox"/>	4,844	<input checked="" type="checkbox"/>	3,882	<input checked="" type="checkbox"/>	262	<input checked="" type="checkbox"/>	0
Novato	<input checked="" type="checkbox"/>	0	<input checked="" type="checkbox"/>	0	<input checked="" type="checkbox"/>	0	<input checked="" type="checkbox"/>	0
Ross	<input checked="" type="checkbox"/>	795	<input checked="" type="checkbox"/>	33	<input checked="" type="checkbox"/>	52	<input checked="" type="checkbox"/>	0
San Anselmo	<input checked="" type="checkbox"/>	12,785	<input checked="" type="checkbox"/>	5,779	<input checked="" type="checkbox"/>	324	<input checked="" type="checkbox"/>	0
San Rafael	<input checked="" type="checkbox"/>	31,092	<input checked="" type="checkbox"/>	10,776	<input checked="" type="checkbox"/>	2,832	<input checked="" type="checkbox"/>	10,000
Sausalito	<input checked="" type="checkbox"/>	7,393	<input checked="" type="checkbox"/>	262	<input checked="" type="checkbox"/>	51	<input checked="" type="checkbox"/>	0
Tiburon	<input checked="" type="checkbox"/>	4,755	<input checked="" type="checkbox"/>	4,199	<input checked="" type="checkbox"/>	124	<input checked="" type="checkbox"/>	39

Table 4 (2023)

What type of education and outreach were provided to all generators, including organic waste generators, and how many generators received each type of education and outreach? (Includes education and outreach for SLCP, MORE, MCR, and SRRE/HHWE) Select all that apply.								
Jurisdiction Name	Print	Number of generators that received SLCP material	Electronic	Number of generators that received SLCP material	Direct contact	Number of generators that received SLCP material	Other	Number of generators that received SLCP material
Belvedere	<input checked="" type="checkbox"/>	891	<input checked="" type="checkbox"/>	891	<input checked="" type="checkbox"/>	42	<input checked="" type="checkbox"/>	0
Corte Madera	<input checked="" type="checkbox"/>	935	<input checked="" type="checkbox"/>	17,573	<input checked="" type="checkbox"/>	118	<input checked="" type="checkbox"/>	0
Fairfax	<input checked="" type="checkbox"/>	2,715	<input checked="" type="checkbox"/>	2,429	<input checked="" type="checkbox"/>	88	<input checked="" type="checkbox"/>	0
Larkspur	<input checked="" type="checkbox"/>	2,899	<input checked="" type="checkbox"/>	1,005	<input checked="" type="checkbox"/>	124	<input checked="" type="checkbox"/>	64
Marin-Unincorporated	<input checked="" type="checkbox"/>	189,821	<input checked="" type="checkbox"/>	992,236	<input checked="" type="checkbox"/>	6,212	<input checked="" type="checkbox"/>	0
Mill Valley	<input checked="" type="checkbox"/>	4,871	<input checked="" type="checkbox"/>	21,729	<input checked="" type="checkbox"/>	189	<input checked="" type="checkbox"/>	15
Novato	<input checked="" type="checkbox"/>	18,160	<input checked="" type="checkbox"/>	20,660	<input checked="" type="checkbox"/>	485	<input checked="" type="checkbox"/>	0
Ross	<input checked="" type="checkbox"/>	804	<input checked="" type="checkbox"/>	224	<input checked="" type="checkbox"/>	9	<input checked="" type="checkbox"/>	0
San Anselmo	<input checked="" type="checkbox"/>	4,479	<input checked="" type="checkbox"/>	6,735	<input checked="" type="checkbox"/>	80	<input checked="" type="checkbox"/>	0
San Rafael	<input checked="" type="checkbox"/>	14,125	<input checked="" type="checkbox"/>	3,997	<input checked="" type="checkbox"/>	2,211	<input checked="" type="checkbox"/>	741
Sausalito	<input checked="" type="checkbox"/>	14,938	<input checked="" type="checkbox"/>	1,017	<input checked="" type="checkbox"/>	110	<input checked="" type="checkbox"/>	4
Tiburon	<input checked="" type="checkbox"/>	2,965	<input checked="" type="checkbox"/>	3,115	<input checked="" type="checkbox"/>	197	<input checked="" type="checkbox"/>	15

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## **Annual Audit**

As outlined in the governing by-laws of the Marin County Hazardous and Solid Waste Management Authority agreement, Zero Waste Marin is subject to annual audit of all financial statements, to ensure accuracy and transparency of records.

For the FY 23-24 audit, Zero Waste Marin implemented various process improvement strategies for future reporting. This included but was not limited to; process optimization, incorporating both project and program management tools and identifying and correcting control deficiencies.

For a complete list of the findings of the FY 23-24 audit, please refer to the May 16, 2024 Agenda Packet on the Zero Waste Marin website.

## **Compliance Software**

In 2022, Zero Waste Marin entered a multi-year contract with Recyclist software. This platform provides government agencies a centralized repository for recordkeeping of various California solid waste regulatory documentation, including SB 1383.

With the contract nearing the end of term, Zero Waste Marin took the opportunity to complete an Information for Bid (IFB) to evaluate additional products now available in this niche market.

After extensive evaluation of four potential vendors, it was determined to move forward and award Smart1383 with the contract as it offers a fully integrated platform that is robust, yet user-friendly.

Staff are currently in the planning phase of the rollout and is expected to complete execution of the program in FY 24/25. This rollout will include training and resource documentation for all cities, towns and haulers. In addition, ongoing customer support will be provided by both Staff and Smart1383.

## **Programs Overview**

### **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 39 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 2023-24 Fiscal Year, the Schools program focused on growing and improving existing resources and support offerings. Zero Waste Marin staff coordinated with Schools Program consultant Strategic Energy Innovations (SEI) to create a middle-school level curriculum to help educate the older students enrolled in the Schools



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Program. The curriculum guides students through a waste audit, Life Cycle Analysis project, and asks students to consider what happens to our “stuff” after it is thrown away. ZWM staff also created a middle-school level Certification checklist, which is better suited for evaluating a middle school campus. The Schools Program now has an Elementary Certification Checklist and a Middle School Certification Checklist.

The Certification aspect of the Schools Program aims to recognize the efforts of schools to reduce their landfill waste and improve recycling and composting on campus. There are four Certification tiers: bronze, silver, gold, and platinum. During the 23/24 Fiscal Year, 23 out of our 39 school sites were certified (59%). The following Certification levels were achieved:



The Schools Program offered feedback and encouragement to all school sites and will help set goals and provide ongoing support for all school sites regardless of Certification status.

## Household Hazardous Waste (HHW) Program

During the 23/24 Fiscal Year, Zero Waste Marin hired a dedicated Senior Planner to manage the Household Hazardous Waste (HHW) Program. This role is responsible for the HHW facility contract, grant management, program development and management, regulatory compliance and reporting, outreach and education, and community engagement focused on household hazardous waste. It was especially important for Zero Waste Marin to bring on a staff person for this role due to a shift in the management of the facility: on July 1, 2023, Zero Waste Marin became the full manager of the Marin Household Hazardous Facility, taking over from the San Rafael Fire Department. It is still operated at the Jacoby Street location, but Zero Waste Marin is now in charge of managing the facility.

One of the notable accomplishments of the HHW program this year included ZWM's very first event specially hosted to collect marine flares, held at Clipper Yacht Harbor in

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Sausalito on September 17<sup>th</sup>, 2023. These flares are not able to be disposed of through normal disposal and must be specially handled. ZWM contracted with Clean Harbors to collect and dispose of the marine flares from the event; approximately 1,170 units of marine flares were safely collected during the event.

ZWM also hosted two “Toxic Away Day” events during the 23/24 Fiscal Year. These events are hosted in order to offer easier access to safe, responsible disposal of HHW to residents of West Marin, who are further from the San Rafael HHW facility. The first event was held in Bolinas on February 17<sup>th</sup>, 2024, and a subsequent event was held in Point Reyes on May 25<sup>th</sup>, 2024; both days had 40-60 cars visit to drop off waste. The total amount of waste collected at both events was 12,920 pounds (6.5 Tons).

Our relationships with vendors and partners are a cornerstone of our HHW program. We're pleased to share that these relationships remain strong and positive. Our vendors, who assist with the collection of household batteries, bulbs, and electronic waste, and our partners, who support us with outreach and regulatory compliance, are instrumental to the success of our program. We value their continued support and collaboration.

## Construction & Demolition Program

In December 2023, Zero Waste Marin brought on staff member as a dedicated Construction & Demolition (C&D) Senior Program Coordinator. Prior to this, the Zero Waste Marin team was operating without a staff person dedicated to C&D, so adding a



*Photos from the Toxic Away Day event in Point Reyes on May 25, 2024.*

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staff person this Fiscal Year allowed ZWM to focus on building out the C&D program and identifying opportunities for improvement.

Zero Waste Marin staff also updated the Construction and Demolition Waste Management form within the last couple years, but not all of the jurisdictions had this version and were still using an old form. During FY 23/24, staff visited or contacted each building department to ensure they had the up-to-date copy so contractors and project managers had what they needed to be compliant with state and local regulations. Staff plan to supplement this form with helpful resources in the FY 24/25, such as an updated facility map and a document specifically focused on sustainability, diverting as many recyclable resources from the landfill as possible, deconstruction, and reusing quality building materials.

Finally, ZWM staff worked on standardizing third-party certification of processing facilities to ensure that they are following best practices and diverting as much material from the landfill as possible. In spring of 2024, ZWM sent out letters to three local facilities requesting confirmation of third-party certification within six months. This effort is a reflection of higher standards for facilities that accept mixed loads of inert materials from contractors and self-haulers due to CalGreen and SB 1383 regulations. Ensuring third-party certification of facilities will ensure that contractors and project owners can confidently and conveniently drop off their mixed C&D materials and still achieve the necessary 65% diversion metric for their project(s).

## Outreach Efforts & Community Events

### Community Event Attendance

With a full team of nine staff on board, Zero Waste Marin was able to attend more community events during this Fiscal Year. Zero Waste Marin staff attended a total of 36 community events across the County. These events ranged from large public events like the Earth Day Marin event in Mill Valley, to smaller tabling events at community groups or businesses such as Guide Dogs for the Blind or BioMarin.





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Zero Waste Marin staff also implemented a “Reusables Pledge” when attending events. Any community member that would like to take home a reusable item such as a ZWM thermos, bag, or compost pail must first fill out the “Reusables Pledge” with how they plan to use the reusable ZWM item to replace single-use items in their lives. This Pledge is intended to help people be mindful about how to use ZWM giveaway items, and to help them commit to reducing single-use items, which is the ultimate purpose for the ZWM giveaways. In the first six months of 2024, 438 people signed the Pledge.

## Grocery Store Tabling

One of the new methods of outreach that Zero Waste Marin staff trialed this Fiscal Year was tabling in front of grocery stores. Zero Waste Marin staff visited 31 grocery stores in 9 jurisdictions across the County during the 23/24 Fiscal Year. Staff gave away reusable produce bags and grocery bags to customers entering the store and discussed the importance of reducing and refusing single-use plastic bags when grocery shopping. Customers were also offered a flyer reminding them of the benefits of bringing reusable bags on one side, with food waste reduction tips on the second side.

Staff had positive interactions with shoppers and reminded them of tips to reduce waste at the point of behavior (right before entering the grocery store). Zero Waste Marin is excited to continue this direct outreach to have more discussions with community members and will adjust the flyer to have different relevant tips.



*Zero Waste Marin staff member Andrew tabling outside of Good Earth in Fairfax.*

## Launch of New Zero Waste Marin Website

As part of our continuous process improvement efforts, the Zero Waste Marin staff completed a website redesign of the [zerowastemarin.org](https://zerowastemarin.org) website. This required reviewing and updating all content, reconfiguring the website navigation to make information more accessible, a redesign of page layouts, and streamlining the total number of pages to create a more robust user interface (UI) and an improved user experience (UX).

Zero Waste Marin staff worked with two contractors during this process: a website developer and a graphic designer. The website developer helped Zero Waste Marin to evaluate and improve web security and user experience, while the graphic designer



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helped Zero Waste Marin staff make the website look and feel more modern, updated, and visually appealing. After a 4-month process, the new [zerowastemarin.org](https://zerowastemarin.org) website was launched.

## Social Media

In the beginning of August 2023, Zero Waste Marin launched its first-ever Instagram account (@zerowastemarin). As of the end of the Fiscal Year on June 30, the Zero Waste Marin Instagram had 351 followers. The top locations for followers were San Rafael (10.5%) and Novato (7.9%). The age ranges of followers vary, but the top categories of followers are 35-44 years old (27.3%) and 25-34 years old (23%). 77.8% of followers identify as women, while 22.1% identify as men. Launching this Instagram account has allowed Zero Waste Marin to reach a wider audience and get more messages about zero waste out to the community.

## Spring Campaign: Eat It ALL Up!

The theme for this year's call-to-action campaign was preventing food waste: "Eat It ALL Up". This message was chosen because 30 – 40% of the food we produce globally is never eaten by anyone. This translates into wasting the energy, water, resources, and emissions that went into producing that food. Wasting food at the household level also means wasting money: the average American family of four wastes \$1600 per year on wasted food. Households are responsible for 37% of our wasted food, which made them the best target for our call-to-action campaign. Campaign graphics were meant to be eye-catching and suggest creative ways to use up ingredients.



QR codes for the campaign directed people to the [Food Waste Prevention webpage](https://zerowastemarin.org/food-waste-prevention) on the Zero Waste Marin website. Visitors to that webpage are greeted with tips to reduce

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food waste, such as shopping with a list, making a plan for leftovers, and understanding food date labeling.

A table summarizing the results of the campaign tactics is included below.

## Results Summary by Channel

Channel	Description	Notes/Observations
Website <a href="#">Landing Page</a>	Theme: Food Waste Prevention	Featuring the video and basic tips
Video PSA	Loaded to website and promoted via <a href="#">ZWM YouTube channel</a>	57,220 views
Lamar bus ads	14 bus ads for 8 weeks, April 15 – June 9	Good community visibility
Marin IJ print ads	Sunday ads ran for 4 weeks starting May 5	Circulation ~14,000 per Sunday issue plus 17,000 readers of e-issue
Marin IJ digital ads	5 ad sizes ran May 5 – 31, 2024	301,033 impressions, 226 clicks
Marin IJ eblast	1 <sup>st</sup> version sent May 15, second version sent June 8 to those who opened first version.	May 14: 12,589 views, 1,687 clicks; May 23: 2,445 views, 326 clicks
Marin Magazine (print ad)	Set of ads in June issue	30,000 copies distributed; readership estimate of 90,000
EffectTV	Streaming on various channels, April 29 – May 26, 2024	180,000 impressions, 172,000 completed views
Facebook	1 boosted post	Reach: 2,545
Google Display Ads	Image and animated GIF versions, various sizes	44,114 impressions, 1,333 clicks

## RFP for Marketing & Communications Consultant

In April 2024, Zero Waste Marin staff released a Request for Proposals (RFP) for Marketing & Communications Consulting Support. The RFP requested support from a consultant for drafting community-wide outreach and messaging intended to reach diverse audiences across the County.

ZWM received six applications for the requested consulting support and will work with the winning contractor Most Likely To, a Bay Area-based marketing firm focused on sustainability, for the next Fiscal Year 2024/25.

## Looking Ahead: Goals for FY 24/25

Zero Waste Marin experienced significant growth in staffing and capability in FY 23/24. We look forward to building on this momentum in the next Fiscal Year by continuing current efforts, looking for new and innovative opportunities to reduce waste, and

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improving our support offerings for our communities. We look forward to adding more programs to our arsenal for FY24/25 that are partially funded through grants and unspent revenue from FY 23/24. While SB1383 will continue to be a big priority, we are also committed to evaluating current disposal practices on a County-wide level, advocating for legislation that works to remove toxic materials and products from our waste stream, and developing programs that will foster responsible purchasing and disposal practices.

## **Major goals for FY 24/25 include:**

- ✓ Complete a County-wide Waste Characterization Study to determine how much waste going to landfill could have been recycled or composted.
- ✓ Implement a new recordkeeping software system, SMART1383, for County-wide, centralized compliance documentation for SB1383.
- ✓ Create resources for self-haulers, building counters, and facilities to ensure construction & demolition materials stay out of the landfill.
- ✓ Pilot household hazardous waste (HHW) programs to recycle solar panels and keep vape pens and cartridges out of landfills.
- ✓ Complete business inspections and begin enforcement of SB1383 in partnership with other County departments.
- ✓ Explore new market development opportunities for materials with the help of the Local Task Force.
- ✓ Continue to focus on performance metrics to evaluate our workplan goals, accomplishments, and adherence to the budget.