

CHAPTER 2

GOALS, OBJECTIVES, AND POLICIES

Direction for the county's solid waste management system is provided by AB 939 and subsequent legislation, the Sonoma County Waste Management Agency (SCWMA), and implementation regulations adopted by the California Integrated Waste Management Board (CIWMB) and is described in this chapter of the Countywide Integrated Waste Management Plan (CoIWMP). This direction is provided by a Mission Statement, Goals, Objectives, and Policies. A listing of the goals, objectives, and policies is provided for summary purposes and to emphasize their relationship to both the short- (2007-2010) and medium-term (2011-2022) planning periods and for a 50-year disposal horizon (long-term).

2.1 MISSION STATEMENT

This mission statement is implicit in, and applies to, all goals, objectives, and policies that form the basis of the CoIWMP.

The County of Sonoma will plan and implement programs to satisfy the county's solid waste management needs for the next fifteen years in a manner that is cost-effective and is operated to follow the State of California's solid waste management hierarchy with the goal of recognizing and managing discarded materials as a resource. The hierarchy consists of waste prevention (source reduction), reuse, recycling, composting, and disposal. In addition, the solid waste management system for the county shall protect public health, safety, and well being; preserve the environment; and provide for the maximum feasible conservation of natural resources and energy production.

2.2 GOALS

Goals are general statements of the desires of the community used in planning and implementing solid waste programs. The goals of this CoIWMP are applicable through the short- and medium-term planning periods and the general direction of Sonoma County thereafter (long-term).

- GOAL A:** In order to help ensure the sustainability of our communities and to conserve natural resources and landfill capacity, the Sonoma County Waste Management Agency (SCWMA), County and the Cities will continue to improve their municipal solid waste management system through emphasis on the solid waste management hierarchy of waste prevention (source reduction), reuse, recycling, composting and disposal.
- GOAL B:** The County and the Cities will exercise regional cooperation in the achievement of solid waste planning objectives through the SCWMA.
- GOAL C:** The solid waste management system in Sonoma County will be planned and operated in a manner to protect public health, safety and the environment.
- GOAL D:** The County, the Cities and/or the SCWMA will provide public information and education programs, economic incentives, encourage voluntary participation in waste prevention (source reduction) programs and strive to strengthen markets for recycled and composted materials to achieve solid waste planning objectives.

GOAL E: The County and the Cities and/or the SCWMA will provide cost-effective and environmentally sound waste management services, including special materials and household hazardous materials handling and disposal, over the long term to all community residents and promote access to the services.

GOAL F: The solid waste facilities will be sited and operated in a manner to minimize energy use, conserve natural and financial resources, protect prime agricultural lands and other environmentally sensitive or culturally sensitive areas, and reduce greenhouse gases emissions.

GOAL G: The County, the Cities, and the SCWMA plan to achieve a 70% diversion rate by 2015 and will seek to achieve zero waste as our long term goal, as economically feasible.

2.3 OBJECTIVES

Objectives are measurable achievements, the attainment of which provides documentation of the success of the County, Cities and the SCWMA in meeting solid waste goals.

- The County, the Cities, and the SCWMA will achieve a 70 percent diversion rate by 2015, based on the State measurement system.
- The County, the Cities, and the SCWMA will, to the maximum extent possible, strive to achieve zero waste by implementing and supporting strategies to eliminate waste through the design of products and the use of other discarded materials for reuse or for another product or purpose.
- The SCWMA will distribute solid waste educational material to all county households and businesses at least annually.
- The SCWMA will monitor and evaluate, at the end of the short and medium terms, educational programs outlined in the SRRE and the HHWE to improve their effectiveness.
- The SCWMA, County and the Cities will continue to encourage participation in the County's Household Hazardous Waste (HHW) collection program.
- The SCWMA will achieve measurable reduction of disposal of prohibited materials documented by waste characterization studies at transfer facilities at the end of the short term and medium term planning periods.

2.3.1 Siting Element Objectives

The following objectives are specific to the Siting Element and the siting of new solid waste facilities.

Short-Term Planning Period 2007-2010 Objectives:

- Objective and consistent siting criteria and policies will be used for the siting of solid waste disposal facilities.
- Project proposers/owners will document the siting process and provide the public with information on

a regular basis to ensure that the public and decision-makers are fully informed. Procedures for making siting decisions will be described in addition to the reasons for selection or elimination of potential sites.

- The County will estimate the need for countywide disposal capacity for the municipal solid waste stream after all feasible diversion programs are implemented and initiate efforts to establish or secure sufficient landfill capacity either in-county or out-of-county to allow for achievement of the County's policy to provide at least fifteen years of disposal capacity.
- The County's existing transport and disposal agreements expire in August 2010. By 2009, the County will initiate a process to either extend or bid new transport and disposal contracts which will secure landfill capacity at least until 2022.

Medium-Term Planning Period 2011 to 2022 Objectives:

If the County or other entities implement the siting process it will provide public information to ensure that the public and decision-makers are fully informed. Procedures for making siting decisions will be described in addition to the reasons for selection or elimination of potential sites.

2.4 IMPLEMENTATION POLICIES

Implementation policies are actions taken by the SCWMA, County and City governments, and other agencies that result in specific behavior that will lead to the meeting of these goals and objectives. These policies facilitate the implementation of programs identified in the Source Reduction and Recycling Element (SRRE) and Household Hazardous Waste Element (HHWE).

2.4.1 Source Reduction Implementation Policies

- The SCWMA, County and the Cities will encourage innovative and creative methods and consider funding for waste prevention (source reduction), recycling, and education that will benefit the community and the environment and reduce greenhouse gas emissions.
- The SCWMA, County and the Cities will encourage and support the use of waste minimization practices for business, government agencies, and the public by distributing information on the availability of waste minimization options.
- The SCWMA, the County, and the Cities will continue to encourage and support backyard composting for businesses, residences, and government agencies by providing information and technical assistance.
- The SCWMA will support state and local material exchange programs by making information available on a countywide basis. Material exchange programs arrange contact between people who have reusable materials and those who have a use for those reusable materials.
- The SCWMA will encourage and support the recovery, repair, and resale of reusable materials by distributing information on these waste management options.

2.4.2 Recycling Implementation Policies

- The County and the Cities will provide access to residential recycling programs for all households, including single-family, multi-family, and mobile homes, that subscribe to garbage services by the end of the short-term planning period.
- The SCWMA, County and the Cities will provide convenient drop-off opportunities for recyclables.
- The SCWMA, County and the Cities will support and encourage office, commercial, industrial, and institutional recycling by providing information and technical assistance.
- The SCWMA, County and the Cities will support and encourage school recycling.
- The County and the Cities will adopt purchasing policies for buying recycled materials to support markets for recycled materials.
- The SCWMA will support and encourage source reduction, recycling and composting activities at large events and other major venues by providing information and technical support.
- The County will encourage the separation of materials for use in appropriate composting or reuse programs by setting differential disposal fees when feasible.

2.4.3 Composting Implementation Policies

- The SCWMA, County and the Cities will provide access to composting opportunities through implementation of composting facilities and programs which may be regional or local, public or private.
- The SCWMA will provide and administer a regional composting facility.

2.4.4 Special Waste Implementation Policies

- The SCWMA, County and the Cities will promote recycling of construction and demolition debris through education, regulation and economic incentives.
- The County will provide alternative disposal options for recyclable items or materials such as, but not limited to, yard debris, recyclable wood waste, whole tires, and appliances and ban the landfill disposal of these items.
- The SCWMA will provide the public access to information on recycling and reuse options for white goods (i.e., appliances), brown goods (i.e., furniture), e-waste (i.e., electronics) and other usable items that are disposed in debris boxes.

2.4.5 Education and Public Information Implementation Policies

The SCWMA will provide the public access to information regarding solid and household hazardous waste issues and programs through the Eco-Desk hotline.

The SCWMA will promote awareness of waste disposal and diversion options in the business community through advisory committees and other outreach efforts.

The SCWMA will prepare an annual monitoring and evaluation report that documents progress in meeting integrated waste program objectives.

The SCWMA will conduct evaluations to measure the effectiveness of education efforts at the end of the short- and medium-term planning periods and more often if appropriate for specific projects.

2.4.6 Zero Waste Implementation Policies

- The SCWMA will continue to support governmental and non-governmental organizations in the development and implementation of Extended Producer Responsibility policies.
- The County, the Cities, and the SCWMA will support innovations and creative methods to achieve zero waste.
- As economically feasible, the County, the Cities, and the SCWMA will encourage and support zero waste practices by businesses, government agencies, and the public through education and distribution of information on the definition and benefits of zero waste policies and practices.

2.4.7 Solid Waste Management Implementation Policies

- The County Department of Transportation and Public Works, Integrated Waste Division, and the Local Enforcement Agency (County Department of Health Services, Environmental Health Division) will continue to supervise and monitor, respectively, the solid waste collection and management practices in the county to ensure the health and safety of the public and protection of the environment.
- The operators of solid waste facilities will document and report all prohibited materials that are discovered as a result of load checking activities to the Local Enforcement Agency.
- The County may purchase properties adjoining the solid waste sites to provide physical and visual buffer zones for surrounding residents and land uses. The purchase(s) may be made as funds and properties are available.
- The County, the Cities, and the SCWMA will cooperate and coordinate with one another in order to provide cost effective waste disposal services to all community residents.
- Create and maintain employment opportunities for Sonoma County residents and growth opportunities for Sonoma County businesses, industries and entrepreneurs who make productive use of materials that otherwise would be landfilled.
- Complement existing and planned private sector operations for collection/processing of both refuse and recyclables.
- Make productive use of discarded resources that are not reused or recycled through energy production.
- The SCWMA will work to create and promote policies whereby producers are responsible for the cost and/or disposition of their products at the end of their usable life (i.e., Extended Producers Responsibility, Advanced Recycling Fees, Advanced Disposal Fees, etc.).

- Satisfy the AB 939 solid waste planning and diversion mandates in a manner that is consistent with the objectives of the community, as reflected by the deliberations and documents of the AB 939 Local Task Force and Sonoma County Waste Management Agency.

2.4.8 Implementation Policies to Facilitate Solid Waste Management

The following policy statements illustrate the intent and/or actions to be taken by the County and/or the Cities to achieve the goals and objectives of the Siting Element.

- The County and/or the Cities will provide solid waste management facilities within reasonable distances of the county's population centers. This policy will provide a means for achieving the goal of conservation of natural resources and energy and minimizing the cost of disposal.
- The County will cooperate with adjacent counties, considering their solid waste management planning and waste disposal needs. This includes possible export/import, as approved by the Board of Supervisors, of solid waste and encourages joint resolution of emergency problems.