



TOWN OF FAIRFAX

STAFF REPORT

August 3, 2016

TO: Mayor and Town Council

FROM: Garrett Toy, Town Manager *GT*

SUBJECT: Approve second six-month period of the agreement with Sustainable Fairfax to implement the mandates of the Zero Waste grant including public education and outreach services related to recycling and green waste

RECOMMENDATION

Approve the second six-month period of the agreement with Sustainable Fairfax.

DISCUSSION

In January 2016, the Town entered a new agreement with Sustainable Fairfax for a twelve-month period (January-December 2016). The total contract is for \$19,850, broken into two six-month periods. The first six-month period costs \$10,300; the second costs \$9550. Staff is requesting Council's approval to authorize Sustainable Fairfax to proceed with the second six-month period (July- December).

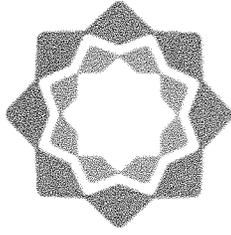
For your reference, the Sustainable Fairfax Progress report for the first six-month period (January to June 2016) is attached, detailing the services they have provided under the agreement.

FISCAL IMPACT

The costs are included in the Town's non-departmental budget (Fund 01-715). The \$12,165.85 from the County of Marin Solid and Hazardous Waste JPA Zero Waste grant program and the \$5,000 from the Cal-Recycle grant are used to offset a majority of the cost.

ATTACHMENT

Sustainable Fairfax Progress Report January to June 2016



Sustainable Fairfax

Education Activism Conservation

Zero Waste Progress Report: January 2016 - June 2016

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Sustainable Fairfax Zero Waste Report

This report serves as a summary of Sustainable Fairfax's accomplishments for the first half of the scope of services outlined in the 2016 Sustainable Fairfax Zero Waste contract.

Zero Waste Committee

Our Zero Waste Committee is comprised of:

- Sustainable Fairfax board members Renee Goddard and Jennifer Hammond
- Laura Faye, Executive Director, BLUE Environmental Performance Consulting

Zero Waste Communications

We have distributed zero waste related information via newsletters (reached over 1,500), social media, the Sustainable Fairfax website and flyers. The hard copy materials are displayed at the Good Earth's Sustainable Fairfax community stand, at the Sustainable Fairfax Community Center Board, and other businesses and notice boards in town.

Fairfax Zero Waste Facebook Page. This page currently has 412 "likes". Through paid "boosting," the page reaches an average of 2,200 people a month. An average of 218 people engage with the page every month (by clicking or commenting on posts).

Outreach and Education to Businesses and Multi-Family Buildings

Public Right of Way Recycling: We assisted in the placement of the new receptacles (cart garages) and attached stickers to identify the black cart garages as trash and the brown as recycling. We are currently working to create signage which is more specific to the actual waste stream generated by our downtown business and representative of what people are disposing of.



DRAFT: RECYCLE SIGN FOR PUBLIC RECEPTACLE

Downtown Businesses: Our committee has been evaluating ideas for better service and signage in several businesses and will focus on presenting our ideas during the second half of the contract period.

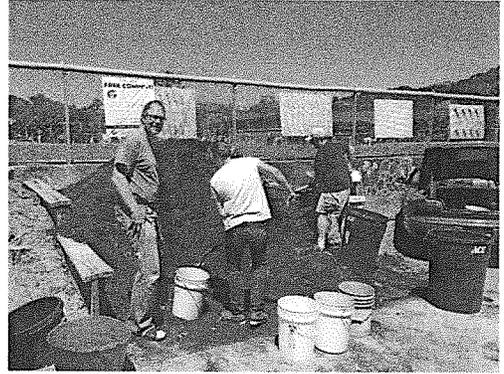
Multi-family Buildings: We are seeking a zero waste intern for the beginning of the 2016-2017 school year to help us initiate another door-to-door education campaign to check-in with residents to answer questions and determine if they are using the compost bin

properly. We will also work with Marin Sanitary to alert building managers that multi-family dwellings of 5 units or more are required to comply with AB 1826, new legislation which requires businesses and multi-family buildings that generate more than 8 cubic yards of organic waste to arrange for composting services.

Residential Green Waste

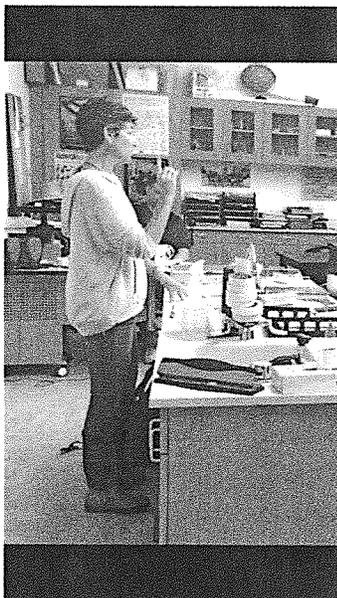
Bring it Home – Compost program

Our public works staff picked up 15 cubic yards of compost on Friday, April 30, 2016 to be available to Fairfax residents on Take Back Day. We promoted the “Bring it Home” compost program on social media, our newsletter, our website and through flyering. Sustainable Fairfax created a banner to educate people about the program. We are scheduling the next three deliveries to coordinate with Chipper Days, August 13, September 10, and a date TBD in October.



Residential Zero Waste Education

Sustainable Fairfax uses the high traffic Good Earth Sustainable Fairfax community stand to provide educational materials on the benefits of composting as well as Marin Sanitary guidelines for using its curbside composting service. We plan to setup and staff our Face-to-Face zero waste table biweekly in downtown Fairfax this fall.



White Hill Pilot Program

The waste generated by Fairfax’s 800 student middle school contributes significantly to the weight of our overall town landfill waste. Sustainable Fairfax served as a liaison, connecting Zero Waste Marin, White Hill Middle School, and Marin Sanitary. We participated in the initial planning stages of one of the two pilot Zero Waste Schools initiatives in the County. Zero Waste Marin provided and installed 5 outdoor “Eco-stations” and assisted in educating students, teachers and custodial staff about Zero Waste through assemblies, classroom workshops and in-service trainings. Sustainable Fairfax helped the Green team and Conservation Corp North Bay staff classroom visits and eco-stations during the initial roll out of the program. In the first month of the program, students waste behaviors shifted significantly saving the Ross Valley School District \$300 We will provide ongoing support to the students and teachers of the White Hill green team.

Take Back Day- April 30, 2016

Sustainable Fairfax, the Fairfax Police Department, Marin Sanitary Service (MSS) and the California Conservation Corps North Bay (CCNB) joined together to produce the fourth annual Fairfax Take Back Day on April 30 at the Pavilion parking lot.

Sustainable Fairfax promoted, coordinated and staffed the event. We designed and ordered a large Take Back Day banner which was displayed over the Fairfax Chamber of Commerce sign to publicize the event. We also promoted the event through flyer posting, A-frame signs, social media, newsletters and our website.



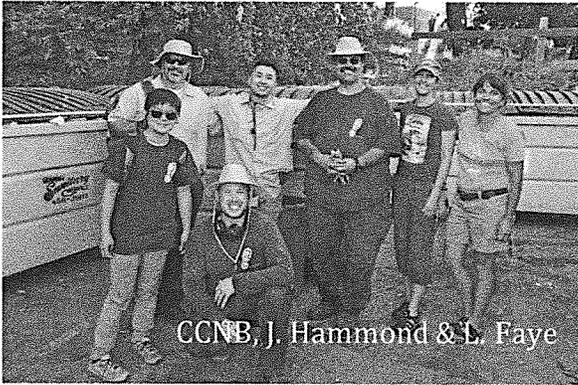
The Fairfax police department set up two drop-off stations, one at the at the Pavilion Parking lot and one at the Bennett House to collect unused pharmaceuticals and ensure proper safe disposal of unused medications. Take Back Day provided an opportunity for Fairfax residents to recycle their e-waste and shred sensitive documents.

Amounts collected at Take Back Day:

	2015		2016	
	Collected by	Weight (pounds)	Collected by	Weight (pounds)
Electronic Waste	MSS	3,505	CCNB	4,450
Paper Shredding	MSS	2,860	MSS	2,440
Drugs & Supplements	--	--	Fairfax Police	148
PARTICIPANTS	190 Participants		193 Participants	

Fairfax Festival- June 11-12, 2016

Sustainable Fairfax coordinated the waste reduction efforts at the Fairfax Festival to work toward our stated goal of making the Festival a zero waste event. This entailed brokering the contract and reviewing the map with the Conservation Corps to establish appropriate placement of the “eco-stations”, and event specific signage educating people on how to source separate their waste. We worked on the green purchasing policy outlining which materials are and are not allowed ie: cups, plates, cutlery. We coordinated with the Ecofest to order stainless steel reusable cups in an effort to reduce materials designed for single use. We also scheduled the drop off and pick up of MSS debris boxes and portable toilets. Sustainable Fairfax provided signage directing people to the eco-stations, and special signs educating the public about the negative consequences of using plant based plastics. We also hired and managed two paid workers to ensure the high traffic public receptacles in Town were emptied regularly.



See table below for the amount of materials collected at the festival:

Fairfax Festival 2016 <i>Materials Collected (lbs)</i>	
Cardboard	900
Compost	559
CCNB Recycling	667
Landfill	449
Recycling Rate	83%

Backyard Composting Workshop – July 30, 2016

We have organized a free backyard composting workshop that will take place on Saturday, July 30th at O'Donnell's Fairfax Nursery from 11am-12:30. The instructor is Marin Master Gardener Laura Nicoletti, a UC Marin Master Gardener and a Bay-Friendly Qualified Landscape Professional certified in sustainable landscaping. She will discuss hot and cold composting, vermicomposting, cover crops, and sheet mulching. We will organize a second composting workshop this Fall.

Help Fairfax on its road to ZERO WASTE
Help Make it Happen

Join Our **FREE**
BASIC BACKYARD
COMPOSTING WORKSHOP!

Saturday, July 30, 2016
11:00 a.m. - 12:30 p.m.

at **O'Donnell's Fairfax Nursery**
1700 Sir Francis Drake Blvd, Fairfax, CA

Learn Composting Basics
from **Marin Master Gardener Laura Nicoletti**

- Keep food waste out of our landfill & turn your kitchen scraps and yard debris into "black gold" that your plants will love.
- Discover the methods of hot & cold composting, vermicomposting, cover crops, and sheet mulching.
- Learn about the importance of the intricate soil food web.
- This class is for beginners of all ages!
- **Hold your spot by emailing SustainFX@gmail.com.**



Sustainable Fairfax For more info visit:
Education Activism Conservation sustainablefairfax.org

Zero Waste Challenge

Our zero waste committee and Fairfax Climate Action have discussed ideas for a zero waste challenge to educate and inspire residents to properly dispose of food waste in their green curbside carts (or backyard composting) instead of their landfill carts. We are developing this idea and will report further in our end-of-year report.