



## Upper Valley Waste Management Agency Board Agenda Letter

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**TO:** Board of Directors

**FROM:** Julia Travis for Lederer, Steven - Manager  
Upper Valley Waste Management Agency

**REPORT BY:** Steven Lederer, DIR OF PUB WKS/DIST ENGINEER - 253-4471

**SUBJECT:** Board Study Session on Franchise Issues

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### **RECOMMENDATION**

#### **STUDY SESSION ON FRANCHISE ISSUES**

DISCUSSION ITEM: The results of the HHW postcard survey are to be presented and Board direction on future activities is requested.

### **EXECUTIVE SUMMARY**

During the June, 2011 Board meeting several policy questions were discussed in the context of setting 2011-2012 rates. In subsequent meetings the Board has identified their top issues, which are addressed in this agenda item.

### **FISCAL IMPACT**

Is there a Fiscal Impact?                      No

### **ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

### **BACKGROUND AND DISCUSSION**

At the request of the Board, a postcard mailer was sent to all residential customers requesting their input on whether to conduct a Household Hazardous Waste (HHW) event, and (for Yountville only), their interest in a town cleanup event. The newsletter and postcard which were sent out are attached. The tabulated results of the survey,

as well any written comments received from rate payers, are also attached.

To briefly recap previous discussions, the agency historically conducted two HHW events per year, paid for with the surcharge on the landfill tipping fee which funds the agency as a whole. When landfill volumes (and therefore surcharge fees) decreased dramatically in 2009, the agency reduced to one event per year, and in 2010 canceled the events entirely due to lack of funds. In order to gauge ratepayers interest in the event, and their willingness to pay for it, the survey was conducted. With the passage of Proposition 26, we are also restricted to ensuring that only those citizens who pay for the event can participate in it. The last event was held at the Calistoga Fairgrounds, and cost approximately \$25,000. It is reasonable to assume that an event held today would cost in the range of \$30,000, given that there is likely a build up of materials in people's garages since we haven't conducted an event in some time. Thus to be fully funded \$6/residential account would be needed.

Focussing on the HHW portion of the survey, roughly 5000 postcards were mailed out with April bills. Since residents of various mobile home parks don't receive individual bills, these residents received their postcards by separate mail. (In Calistoga, Board Member Slusser reached out to the mobile home park residents directly as at the time we were unaware that individual post cards had been sent. As such, the line of the survey titled "mobile home park" represents the results of Ms. Slusser's outreach and may reflect a small double counting of votes in Calistoga).

Of the 5000 postcards sent, 1139, or 23% were returned.

- Of those returned, 876 (77%) said they were interested in an event, though this dropped to 559 (49%) when people were asked if they were willing to pay for the event.
- 447 (39%) said they would be willing to pay \$3, 162 (14%) said they were willing to pay \$6, and 163 (14%) said they were willing to pay \$10.

While many conclusions can be drawn from these results, it is fair to say that of those who returned a card, there was a high interest in an HHW event. However, only 39% of respondents were willing to pay even a \$3 fee cover the cost of half the event. 28% of respondents (but only 6.5% of the total population), were willing to pay enough to fund the event.

Should the Board desire to conduct the event, you may wish to consider implementing a \$3 fee, while funding the remainder of the event with existing UVA funds (\$15K). This amount is currently available without decreasing our funds below the required minimum reserves (see separate agenda item on budget in today's agenda).

In Yountville, the results appear more clear cut. Of the 220 who responded, only 36 (16%) were unwilling to pay at least some amount to fund an annual Town Cleanup Day. As the cost of such an event is function of how the big the event is and how the event is conducted, the Town Council is in a position to use this data to determine if, and how much much of a surcharge they may wish to impose.

## **SUPPORTING DOCUMENTS**

- A . Spring Newsletter
- B . Postcard Survey Mailer
- C . Survey Results
- D . Survey Comments

Recommendation: Approve

Reviewed By: Steven Lederer