



Upper Valley Waste Management Agency Board Agenda Letter

TO: Board of Directors
FROM: Steven Lederer - Manager
Upper Valley Waste Management Agency
REPORT BY: Alice Ramirez, Senior Office Assistant - 259-6716
SUBJECT: Manager's Report

RECOMMENDATION

MANAGER'S REPORT

DISCUSSION AND POSSIBLE ACTION: Manager to provide an update on the status of current activities and obtain Board direction where applicable on the items within.

EXECUTIVE SUMMARY

Manager to provide an update on the status of current activities.

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

Monthly Financial Report

The most recent financial report is attached. This will be discussed in more detail under the budget agenda item.

Communications From Customers

There was a route problem in Yountville this past month, resulting in many cans not being picked up. The Company has taken corrective actions to resolve.

Update On Contract Revisions

The Ad Hoc committee will be meeting with outside counsel on July 16th to review the agreements and will provide a report under a separate agenda item.

Anti-Litter/Anti Illegal Dumping Campaign

This item is on hold and will be brought back for further discussion over the summer.

At the request of the Board, the Agency Manager gathered a group of waste management professionals from around the County to discuss possible use of funding generated from accepting fire debris for use in a multi-jurisdictional campaign to reduce illegal dumping and litter. The group included:

County: Elliott, Deborah; Briggs, David; Griffis, Amanda, Michael Karath

Storm water: Crosby, Jamison;

Roads: Stangland, Steve;

LEA: Ex, Peter;

UVDS: Christy Pestoni; Bryce Howard;

City of Napa: Miller, Kevin; Stefani Proft; Shoop, Chri; and

Sheriff: Crawford, Jon

Notes from the meeting are included below:

Education:

-) To broad population; bill inserts, social media, adds
-) To specific groups: contractors, vineyard management firms, NVV, Farm Bureau
-) Educate about all the free and low cost ways for people to get rid of stuff so they don't want to dump illegally
-) Include cigarette butts
-) Bi lingual everything
-) Team with cities (including Napa); coordinate with storm water program
-) Make sure all waste websites are coordinated across the County
-) Neighborhood associations, multi family property managers (options for bulky items for their residents) and business owners (with what to do if illegal dumping occurs on their property)

Programs:

-) Tarp your load
 - o Raise fees for untarped loads (\$100?)
 - o Have series of education and then enforcement days at the landfill with Sheriff
-) If we find a good enforcement case, publicize it a bunch
-) Push adopt a road program
-) Push citizen cleanup program (they pick up the trash, we provide a free dumpster)

-) Obtain grants for cameras
-) Target cleanup/enforcement of trouble spots:
 - o North Kelly, Green Island, WHVR, Dealy/Henry, Dry Creek, Duhig
-) Implement large item pick up program in UVA

From Amanda: My general suggestion would be hiring a consultant who could do some sort of survey of our community to figure out how to best reach the groups we want to reach, as well as what types of messages (look of flyers, ads, etc) would resonate with them. If we did go this route, if the consultant could do the first round of media buys that'd be helpful. Then we'd have a set of outreach materials/methods that could be replicated in future years. The contract I had last fiscal year to do something similar for our motor oil program, ended up costing about \$18k without media buys.

SUPPORTING DOCUMENTS

A . Financials

Recommendation: Approve

Reviewed By: Steven Lederer