

PRIORITY ITEM	COST:	PRIORITY S/T (ABC)	PRIORITY L/T (ABC)	TIMELINE AND NOTES
<p>1) <b>OUTFALL:</b> A new outfall to the ocean, 8 year give or take, maybe less (\$8-10 million last estimate);</p> <p>Note: May need new estimate. May replace brackets as interim fix--\$30K</p>	8-10 mil  30K	1 year A-Level For hold down brackets	10 year A-level replace completely	<p>Replacing the 6 remaining hold downs in 2021 is a top, A level priority. Estimate has been requested and should arrive by March 1. Based off the last repair costs should be in the \$24,000-30k range.</p> <p>Since 2006 MCCSD has spent almost \$250,000 on repairs and inspections.</p> <p>Replacing the entire outfall is an A-level priority for the ten year plan. SHN Estimated the repair at 5 million in 2018. The revised estimate is currently 8-10 million.</p> <p>-Concerns are funding and permitting.</p>
<p>2) <b>CONFINED SPACES:</b> Reduction/elimination of confined spaces, moving all the lift stations above ground, and supplying back up power sources (\$1.5-2 million); Six locations—4 on site, 2 collection system lift pumps.</p> <p>1 on Site and 2 off site confined Spaces are the top priority to eliminate by moving equipment. Remaining 3 confined spaces can be addressed with additional access points.</p> <p>Can be broken up into lift station and WWTP Spaces</p>		2 year, Level A- Priority	Needs to happen soon	<p>MCCSD does not have the staff, training, or equipment to safely conduct confined space entries to maintain equipment. From a safety stand point reducing and eliminating confined spaces is a level –A, top priority.</p> <p>-The lift stations function, but are almost 50 years old, and in need of an upgrade to eliminate the confined spaces, modernize the equipment with something more reliable, and provide a backup power source.</p> <p>-Concerns staff safety, District liability, equipment reliability, funding, and permitting.</p> <p>-Starting point is the engineering firm to design and look for funding sources. District to pay out of pocket for PER. Two years is sort of a minimum time line.</p>

*Recycled Water*

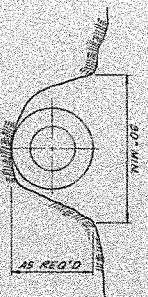
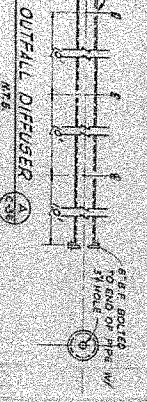
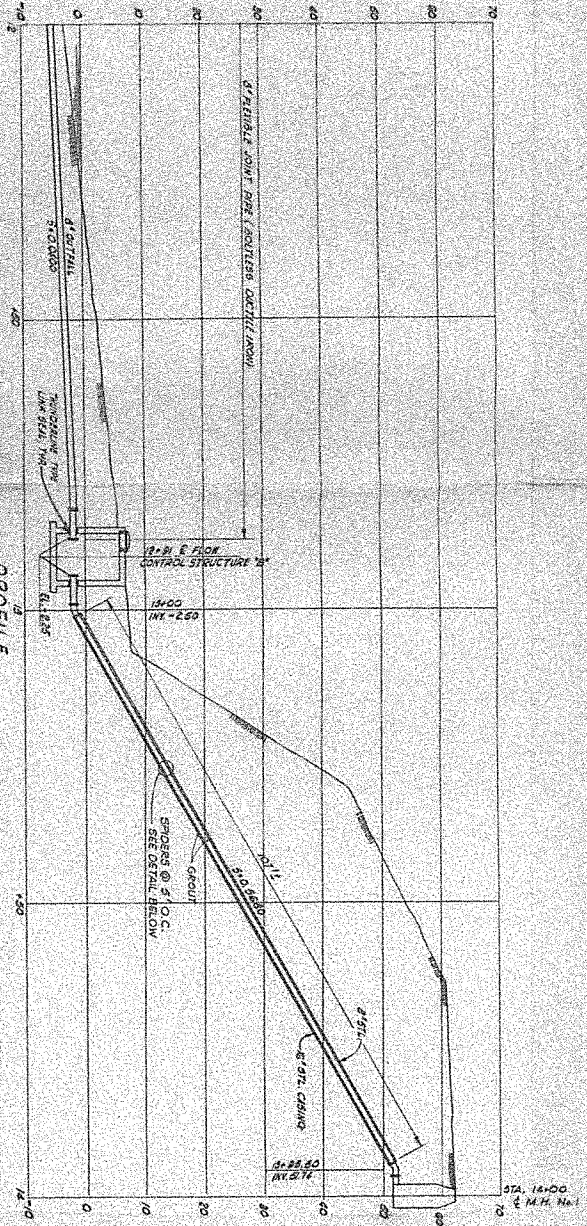
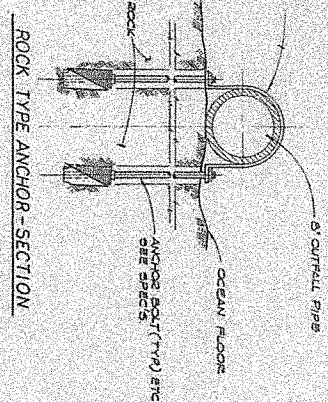
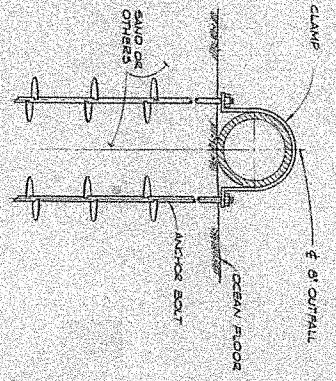
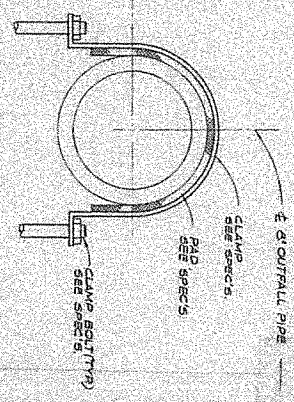
*Security*

<p>3) RECYCLED WATER SYSTEM: phase two of the WWTP upgrade, recycled water system improvement (about \$2 million per SHN engineers last estimate), so we can supply water for fire hydrants in town and send more water to the school district, reducing their need to pump so much potable water up Little Lake Road.</p> <p>Part of Phase II includes a new equalization pond liner, estimates between 50-150K and</p> <p>Upgrades to the drying beds, 200K estimates. These are level-B S/T (next two years priority. These could be separate projects –Problem is neighbors oppose this thinking if we re-hab the beds we are more likely to use them.</p>	<p>2 million</p>	<p>Level B priority for the next 5 years.</p>	<p>Level B priority for L/T</p>	<p>Roughly 5% of treated water is used...big challenges on water quality...big question is: Do other plants distribute recycled water—Phase two project is tied to schools and fire suppression. Potential to recharge aquifer but serious challenges. Total outflow likely averages 33 million gal. per year. Currently consulting with GHD engineering on funding sources and a project timeline.</p> <p>GHD says we need to put out a RFQ (request for qualifications) GHD believe MCCSD will qualify as a DAC (disadvantaged community) allowing up to 75% grant funding)</p> <p><a href="https://casaweb.org/renewable-resources/water-recycling/">https://casaweb.org/renewable-resources/water-recycling/</a>  <a href="https://www.ppic.org/blog/californias-growing-demand-for-recycled-water-has-ripple-effects/">https://www.ppic.org/blog/californias-growing-demand-for-recycled-water-has-ripple-effects/</a></p> <p><a href="https://www.waterboards.ca.gov/board_decisions/adopted_orders/resolutions/2018/121118_7_final_amendment_gal.pdf">https://www.waterboards.ca.gov/board_decisions/adopted_orders/resolutions/2018/121118_7_final_amendment_gal.pdf</a></p> <p><i>Handle</i></p> <p><i>good census data</i></p>
<p>4) COLLECTION SYSTEM: Improvements/ repairs/ replacement to parts of the collection system in town. Totally unknown costs, but likely over a few hundred thousand dollars. I am aware of multiple problematic areas;</p>	<p>Cost???</p>	<p>Level D priority in the S/T</p>	<p>Level C priority over next 20 years.</p>	<p>Need to assess system repairs/upgrades needed—significant rise in inflows during very wet years...speaks to leaks in collection system. May or may not be an issue.</p> <p>-Priority areas, little lake Rd. between Lansing and Hw 1. Evergreen between Pine and Main st.</p> <p>-The collection system is working, no major leaks or problems reported, but needs to be upgraded.</p>

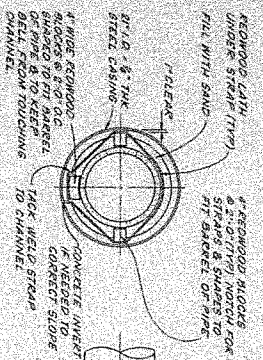


<p>5) SECOND/NEW TREATMENT PLANT: Construction of the second treatment unit as originally designed, to replace/supplement our 47-year-old unit (\$10-12 million was the last estimate);</p>	<p>10-12 mil</p>	<p>Short term level-B priority</p>	<p>Long term level -A, 10-15 years.</p>	<p>This could be basis of comprehensive plan over 2-15 years redo whole system...and perhaps tie in Municipal potable water system.... -WWTP are typically designed with 200-300% redundancy. MCCSD doesn't have this. Treatment unit was designed to operate for 30 years, we are almost 20 years past life expectancy. If something breaks we can divert flow for 5 days max. Not much time to repair. A second unit would allow for more growth, allow for service to old unit, and provide a back a security in the event of problems.</p>
<p>6) SLUDGE PRESS: Replacement of the sludge press machine (\$200-400K).</p>		<p>Level-B S/T</p>	<p>Level A L/T 5+ year plan</p>	<p>Raises key questions of do we proceed bit by bit or explore and pursue a comprehensive plan... Big issue is exploratory, planning funding in \$2-5 million then \$40-100 million to upgrade whole thing with potable water or some other solution to groundwater issues...long-term big approach...I think worth discussion and some estimates on timing and costs...</p> <p>The press machine was purchased in 1990. Company is out of business. Unit is 21 years old, parts are hard to find, technology has improved. The unit works ok at this point and is used one day per week. If it breaks we would be forced to use sludge drying beds. Problems with neighbors.</p>
<p>7) AIR SUPPLY LINE: Replacement of 250 ft. of 10" air supply pipe from blower room to treatment unit.</p>		<p>Level-A priority for the next six months</p>	<p>Needs to be fixed now.</p>	<p>First estimate \$75,000 -Believe project can be completed in house with staff, approx. \$20,000 in materials. Some extra labor costs with Superintendents Mike Kelley and Stave Acker participating.</p>
<p>8) DRYER UNIT: Fenton Sludge Drying Unit added in 2003</p>	<p>\$700 to 900K</p>	<p>S/T B or C</p>	<p>Level-A L/T 10 year</p>	<p>Unit is great but getting old, used two days per week. Company went out of business, no more service tech's. If</p>

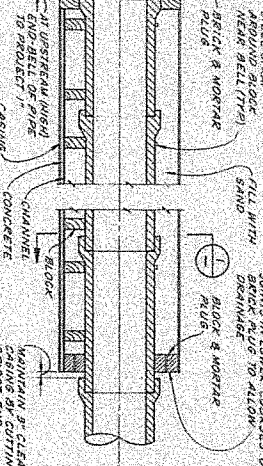
<p>9) <b>COMMUNITY WATER SYSTEM:</b> The current system of GWM is not perfect but it works for the majority of customers. Limited funding prioritized for upgrading the 50 year old treatment unit, collections system, out fall, lift stations, confined spaces, belt-press, and biosolids dryer, along with politics have slowed further development of the idea,</p>	Unknown	S/T Lowest, or D level	Long Term 20 Year, B or C level	<p>something breaks we have about one week before we have to start using drying beds. Big problems with neighbors.</p> <p>MCCSD looked into creating a municipal water system in the 1990's. It was cost prohibitive, and no great source located.</p> <p>Problems:</p> <ul style="list-style-type: none"> <li>No good water source was found or secured.</li> <li>Very political, "water wars" many private properties have a good well and don't want to pay for a municipal system.</li> <li>No current funding for design or new source search. How do you force all members to join and pay for water?</li> </ul> <p>Process: Have the majority of users deem it a priority. Locate funding to find and secure a source. Find funding for preliminary engineering. Develop a plan, design storage and infrastructure, search for construction funding. Secure funding, secure permitting. RFP's, go out to bid. Begin construction.</p>
<p>OTHER: Solar  Control Building/Office Roof  -In 2020 Redwood Roofers said the roof was due for replacement soon, they bid the job at \$39,000</p>		5 year level A to B Priority depending on conditions at that time.		<p>Engage Bruce at Mendo Solar to get preliminary assessment. Need 12 month PG&amp;E electrical usage data.</p> <p>If and when the roof is going to be replaced that would the time to look at adding a solar array.</p>

OCEAN TRENCH DETAIL  
NO SCALE



SECTION  
CASING DETAIL FOR HIGHWAY CROSSING  
NO SCALE



ELEVATION  
THIS DRAWING APPROXIMATELY ONE-HALF ORIGINAL SCALE

**WARNING**  
THIS DRAWING APPROXIMATELY ONE-HALF ORIGINAL SCALE



PACE SUPPLY CORP  
 100 PARDUCCI RD.  
 UKIAH CA 95482  
 PHONE#: 707-462-8707

\* \* Q U O T A T I O N \* \*

TO: MENDOCINO COMM SVCS DIST \*  
 P O BOX 1029  
 MENDOCINO, CA 95460-1029

DATE: 02/19/21 NO. 1207243  
 TO DATE: 02/24/21  
 JOB:

FOB: ORIGIN  
 PREP. BY AUSTIN GOLDSMITH  
 REQ. BY

WE ARE PLEASED TO QUOTE YOU ON THE FOLLOWING MATERIAL

PAGE: 1

Qty	Part Number	Description	Price...	Extended
1		====>		
260	SSP41010	10 S/S 304L SCH10 PE PIPE - 380FT STOCK 2-DAYS TO COMPLETE TRANSFER -	5249.00	13647.40
6	SBW410910	HEAT # 10 BW 304SS 90 ELBOW SCH10 - 4PCS STOCK / BALANCE 2-3 DAYS TO COMPLETE -	132.04	792.24
				----- 14439.64
2		====>		
1	SSF4SO10	10 FLANGE SLIP ON RAISED FACE 304 -	185.79	185.79
1	SSF410WN10	10 FLANGE WELD NECK RAISED FACE S -	234.47	234.47
		STOCK FOB WASHINGTON -		
0	NOTE:	NEED TOTALS PRIOR TO CONFIRMING E ON FLANGES ABOVE.		----- 420.26
3		====>		
0	NOTE:	ALL LABOR FEES TO FOLLOW AFTER ALL INFO REQUIRED IS SUBMITTED		----- 0.00



PAGE: 2

Qty	Part Number	Description	Price... Extended
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4		====>	
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0 NOTE:

ALL STOCK SUBJECT TO PRIOR SALE  
 PLEASE CONFIRM TOTALS NEEDED ON FLANGES  
 PRINT REQUIRED TO OFFER CUTTING & WELDING FEES

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0.00

QUOTATION TOTALS

14859.90



MENDOCINO CITY COMMUNITY  
Vendor Ledgers

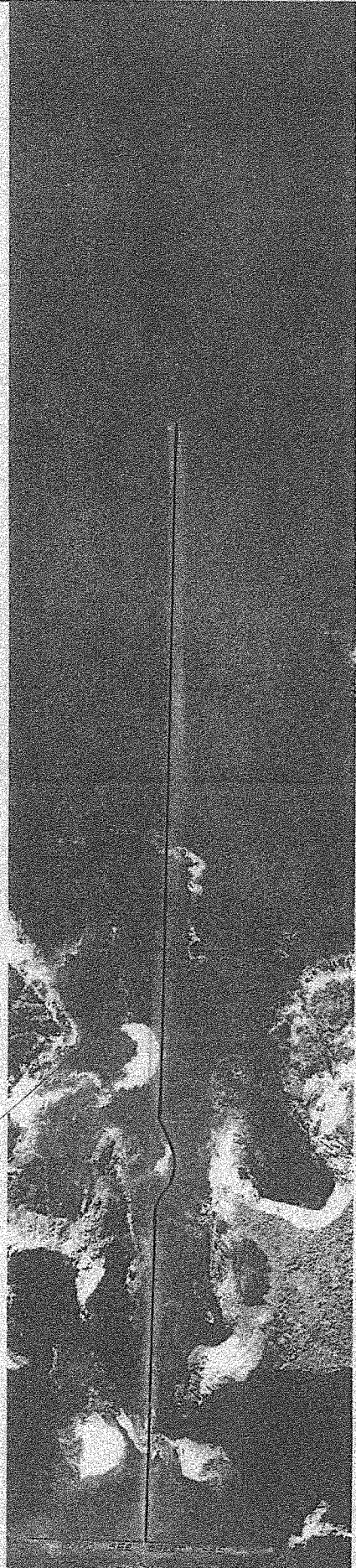
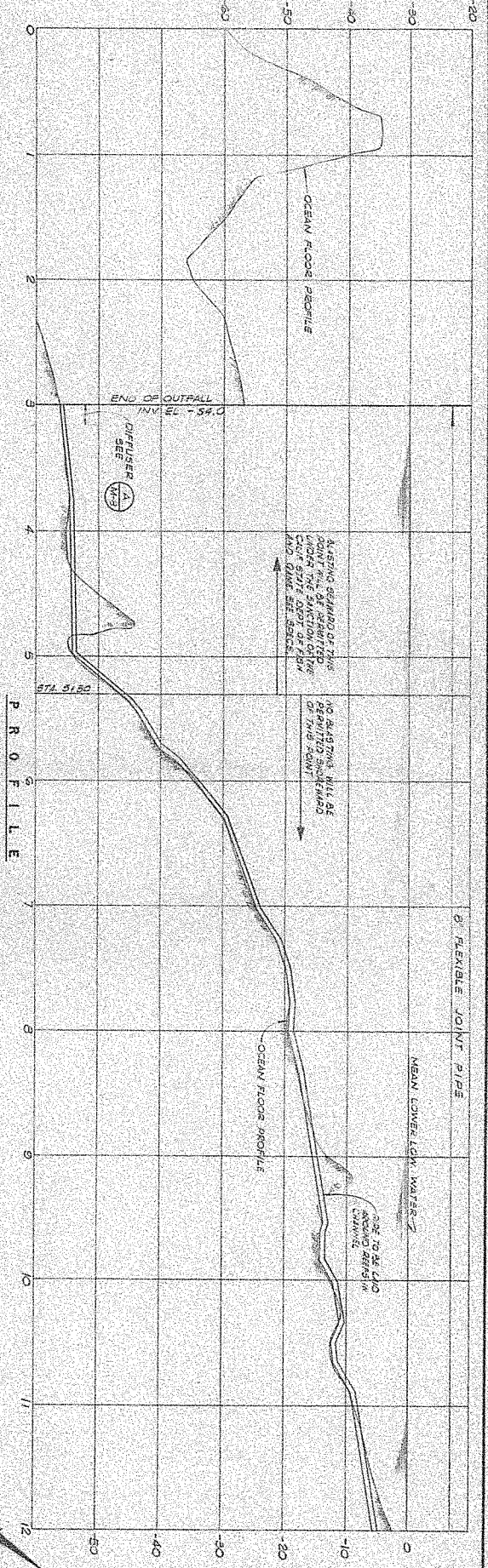
For the Period From Jan 1, 2000 to May 30, 2018

Filter Criteria includes: 1) IDs: ALPHA DIVING INDUSTR. Report order is by ID.

Vendor ID	Vendor	Date	Trans No	Type	Paid	Debit Amt	Credit Amt	Balance
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	2/22/06	Outfall Visual/Rpt.	PJ	*			
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	2/22/06	6946	CDJ		3,500.00	3,500.00	3,500.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	7/28/06	Outfall Repair	PJ	*			0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	7/28/06	7231	CDJ		11,617.00	11,617.00	11,617.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	9/27/06	Repair of Outfall	PJ	*			0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	9/27/06	7327	CDJ		28,000.00	28,000.00	28,000.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	8/1/07	outfall insp/video	PJ	*			0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	8/3/07	7834	CDJ		2,650.00	2,650.00	2,650.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	9/21/07	Outfall Clean/Repair	PJ	*			0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	9/21/07	7922	CDJ		13,850.00	13,850.00	13,850.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	5/20/08	8311	CDJ		2,500.00	2,500.00	0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	7/16/08	8396	CDJ		8,000.00	8,000.00	0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	8/20/08	Clamp bad joint	PJ	*			0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	8/20/08	8454	CDJ		4,500.00	4,500.00	4,500.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	8/28/08	8482	CDJ		8,800.00	8,800.00	0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	11/10/08	Diving Work	PJ	*			0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	11/19/08	8606	CDJ		7,800.00	7,800.00	7,800.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	6/8/09	Mobilization Deposit	PJ	*			0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	6/8/09	8937	CDJ		2,000.00	2,000.00	2,000.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	9/14/09	2009 Dive Team/Boat	PJ	*			0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	9/16/09	9138	CDJ		19,000.00	19,000.00	19,000.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	8/29/12	11006	CDJ		1,500.00	1,500.00	0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	9/17/12	11028	CDJ		15,750.00	15,750.00	0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	7/30/14	11911	CDJ		1,500.00	1,500.00	0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	7/22/16	Outfall Inspection	PJ	*			0.00
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ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	9/26/16	Outfall Repairs 2016	PJ	*			0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	9/26/16	13071	CDJ		23,900.00	23,900.00	23,900.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	9/29/17	Outfall Repair 2017	PJ	*			0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	10/2/17	13586	CDJ		24,800.00	24,800.00	24,800.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	5/17/18	Outfall Repair 5/17	PJ	*			0.00
ALPHA DIVING INDUSTR	ROBERT LUCARIELLO	5/17/18	13886	CDJ		17,000.00	17,000.00	17,000.00
Subtotal						\$ 215,667.00	\$ 215,667.00	0.00
Proposed 2018 Repairs						\$ 24,500.00		
12 year Report Total						\$ 240,167.00		
Average Annual Cost						\$ 20,013.92		
Estimated outfall replacement						\$ 5,000,000.00		
Annual Payment						\$ 217,768.00		
Total Less Possible 30% Grant						\$ 3,500,000.00		
Annual Payment						\$ 152,438.00		

Sewer Rate increase for \$3.5 million loan  
(\$152,438/(12 mon)/(1.101 ESDs) = \$11.54/ESD/month.

Current monthly 1 ESD sewer charge 2 bedr. res. is \$50.60/month  
1 ESD increase for two-bedroom = \$11.54/month  
New monthly sewer charge 2 bedr. res. would be \$62.14/month



PACIFIC OCEAN

**WARNING**  
THIS DRAWING  
APPROXIMATELY ONE-HALF  
ORIGINAL SCALE

# Don't Use the Sewer To Dispose of Hazardous Waste!



*HOUSEHOLD HAZARDOUS WASTES ARE HOUSEHOLD PRODUCTS THAT CAN CAUSE INJURY OR ARE HARMFUL IF NOT USED, STORED, OR DISPOSED OF PROPERLY.*

Never dispose of chemicals down the drain or in toilets. The wastewater treatment plant relies on biological activity to treat wastes. Sending hazardous chemicals down the drain can kill off microbes and cause major upsets at the treatment plant. Chemicals in the sewer can also cause hazardous conditions for our maintenance crews.

## Hazardous Wastes

Hazardous Wastes are products that need special treatment for disposal. If they are thrown in the trash or down the drain, they can have serious health and environmental impacts. These wastes include liquids like solvents, glues, cleaners, paints and pesticides.

- Before you buy, always check the label to see if the product is hazardous. Find out what the proper disposal is. Can another less harmful product be substituted?
- When you are done using the product, determine if the unused portion is still usable. For example, you have an unused gallon of paint. There isn't enough to complete a project. Don't throw it out. Schools and theatre companies may be able to use paint supplies.
- Finally, when the spent product is to be disposed of, contact:

**Mendocino Solid Waste Management Authority (707) 468-9704**  
**Mendocino County Department of Environmental Health (707) 961-2714**

- Additionally, the HazMobile at the Fort Bragg Disposal waste collection facility will accept household hazardous waste when dropped off.

## Medication Disposal

Pharmaceuticals (pills or liquids) may not be treated by the wastewater plant. Recent studies show that some medications will pass through treatment plants, harming fish and other aquatic life.

Best disposal options are:

- Don't buy more medication than can be used before the expiration date.
- Do not flush medication down the drain or toilet.
- Ask your pharmacy if they can take back medication for proper disposal.
- Throw medication in the trash. If you are worried about abuse, mix in some glue and recap the bottle so that it can't be reused. If it is a liquid, add an absorbent material (like kitty litter).

## Automotive Oil

You can recycle your used oil by taking it to an approved disposal site for free disposal.

- Never discharge used oil into the sewer.

## Automotive Antifreeze

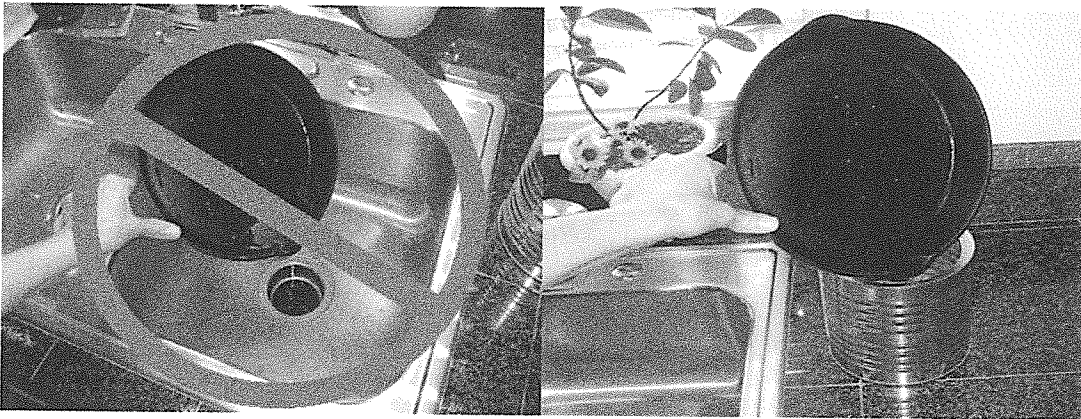
The Wastewater Treatment Plant receives calls from homeowners wanting to dispose of spent radiator fluid. Radiator fluid, or ethylene glycol, is poisonous to animals. Used fluid is contaminated with heavy metals.

- Never discharge radiator fluid to the sewer.
- When recycling, do not mix radiator fluids with other liquids (like used oil). This makes it impossible to recycle. Deliver radiator fluid in a closed plastic container to a recycling center.

## Cooking Oil and Grease

Oil and grease that is flushed down the sink or toilet can cause blockages and sewer back-ups.

- Grease from frying or baking should be placed in a sealable container (like a coffee can). Seal it prior to throwing it into the garbage to reduce the chance of spills. You may also harden grease by cooling it.
- Scrape grease and food off plates and into the garbage before rinsing. Use a sink basket/strainer to catch food scraps and solids.



- Cooking oil from deep fryers can also be thrown into the trash, but many people prefer recycling it. Contact the **HazMobile at the Fort Bragg Disposal waste collection facility located at 219 Pudding Creek Road, Fort Bragg, California.**

Please dispose of household hazardous waste products safely by taking them to a free hazardous waste collection centers. Call the county for their locations and hours of operation. Many products contain symbols or warnings indicating they are hazardous waste products—corrosive, explosive, flammable or poison.

For additional information, contact:

Mendocino City Community Services District  
Mendocino Solid Waste Management Authority  
Mendocino County Department of Environmental Health  
California Department of Fish & Game

(707) 937-5790  
(707) 468-9704  
(707) 961-2714  
(707) 944-5500

***Don't Use the Sewer To Dispose of Hazardous Waste!***

**FOR IMMEDIATE RELEASE:**

February 22, 2021

**Contact:**

Ryan Rhoades, MCCSD  
Superintendent  
(707) 937-5790

**MCCSD campaign to stop flushing of old  
medicines**

**Mendocino, Calif.** – The Mendocino City Community Services District started an educational campaign in 2008 urging residents to stop flushing expired or unused medicines down the drain. Today we are hoping to continue that campaign with a reminder.

The campaign “No Drugs Down the Drain” is part of a statewide campaign to promote a long term solution to the environmental problem of properly disposing of unwanted medication.

District residents will receive a flyer in the mail on how to dispose of medicines.

Every day in California, unwanted or expired medicine is disposed of down the toilet. While this was once recommended practice to protect children and pets from accidental poisonings, studies show that pharmaceuticals can pass through wastewater treatment facilities into creeks, rivers, bays and the ocean. A U.S. Geological Survey study has shown that 80 percent of samples taken from 139 U.S. waterways contain trace amounts of pharmaceutical material, such as hormones, antidepressants and antibiotics. These drugs, prescription and over-the-counter medicines, have the potential to affect aquatic life.

“The days of just flush it and forget it are behind us,” said former MCCSD Board President Ed O’Brien. “There are better disposal methods and we need to protect our water resources.”

For more information go to the Web site: <http://www.nodrugdownthedrain.org/>

**FOR IMMEDIATE RELEASE:**

September 30, 2008

**Contact:**

Mike Kelley, MCCSD  
Superintendent  
(707) 937-5790

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For more information go to the Web site: <http://www.nodrugsdownthedrain.org/>

## Statewide “No Drugs Down the Drain” Campaign October 4 – 11, 2008

### Project Summary

Everyday in California, unwanted or expired medicine is disposed of down the toilet. While this was once recommended practice to protect children and pets from accidental poisonings, studies show that pharmaceuticals can pass through wastewater treatment facilities into creeks, rivers, bays and oceans. In 2002, the U.S. Geological Survey reported that there were pharmaceutical compounds in 80% of waterways tested.<sup>1</sup> Because many of these compounds are designed to be effective in small doses, there is concern that they may have impacts on water quality and wildlife. There is also concern that pharmaceuticals may cause upsets of biological wastewater treatment systems and failures of whole effluent toxicity tests, impact the beneficial reuse of biosolids, and jeopardize POTWs’ ability to provide a high quality recycled water. Recent Associated Press (AP) articles have also brought the issue of trace pharmaceuticals in drinking water into the public eye, dramatically increasing regulators’ interest in taking steps to reduce pharmaceuticals in the environment.

To address this issue, a coalition of local, regional, state and federal agencies plans to conduct a one-week California-wide educational campaign this fall to educate the public that disposing of leftover medication down the toilet is no longer acceptable. The campaign, “**No Drugs Down the Drain!**,” will provide the public with information on alternative disposal options throughout the state.

### Background

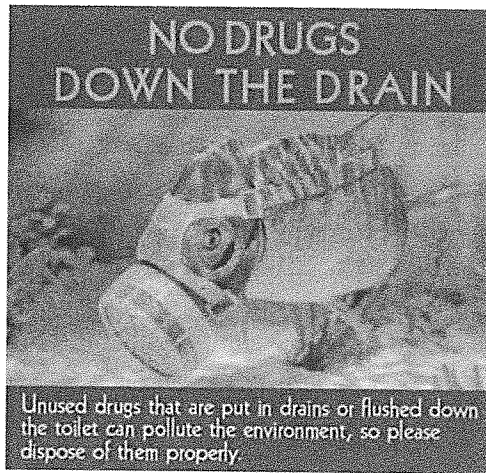
Local agencies around the nation are beginning to engage the public on how the decisions and choices they make can impact the compliance status of municipal wastewater treatment facilities as well as the long-term health of receiving waters. Pharmaceutical disposal has been found to be a compelling vehicle to convey this message and can be a springboard for broadening the dialogue to other issues (kitchen fats, oils and greases resulting in sanitary sewer overflows, household hazardous waste, etc.) and environmental stewardship goals generally. Region 9 EPA and California State Water Resources Control Board enthusiastically support this concept. In the wake of the AP stories, these and other regulators’ support for the campaign has grown.

### Pharmaceutical Take-back Campaign

The campaign, “**No Drugs Down the Drain!**,” will educate the public that disposing of leftover medication down the toilet has environmental costs and will communicate preferred approaches to pharmaceutical disposal throughout the state. The campaign builds from other agencies’ previous efforts, reducing the costs and barriers to participation. For example, Southern California agencies are providing artwork and graphics, shown below, and Bay Area agencies are providing event logistics support.

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<sup>1</sup> Kolpin, Dana et al. 2002. Pharmaceuticals, hormones and other organic wastewater contaminants in U.S. Streams, 1999-2000: A National Reconnaissance, *Environmental Science and Technology* v. 36: 1202-1211.



The target campaign timeframe is Oct. 4-11, 2008. The messages include:

- There are easy alternatives for the proper disposal of unwanted medication
- Check [www.nodrugsdownthedrain.org](http://www.nodrugsdownthedrain.org) for options in your local area

### **Timeline**

April 2008	Local agencies statewide are notified of opportunity to participate; fundraising begins; media consultant selected
May 2008	Interested local agencies engage in a statewide training conference call
June 2008	Materials and press kit development; local agencies coordinate local event logistics, including site selection, coordination with local law enforcement and medical waste hauler
July 2008	State and federal collaborators assist with pitching proclamations/resolutions
September 2008	Outreach through bill inserts, advertising; media relations group pitches to press and sends out press releases/advisories
October 2008	Full media coverage; take-back events occur around State

*Interested in participating? Visit [www.nodrugsdownthedrain.org](http://www.nodrugsdownthedrain.org) for more information and to sign up.*

### **SB 966**

The “No Drugs Down the Drain!” campaign is very timely as the California Integrated Waste Management Board (CIWMB) begins implementation of Senate Bill 966. The Governor signed SB 966 into law last year, requiring the CIWMB to establish a model pharmaceutical take-back program for the state. The “No Drugs Down the Drain!” campaign is coordinating with the CIWMB so that data and lessons learned from the campaign can provide important information for SB 966 implementation. This campaign will assist the CIWMB in educating the public about the need for proper disposal of pharmaceuticals in advance of the model program. “No Drugs Down the Drain” participating agencies will provide data to CIWMB staff, including pounds collected, campaign costs and number of participants. In addition, the campaign will track the number of website hits and number of media stories. At the March CIWMB SB966 meeting, CIWMB assisted campaign coordinators in announcing the campaign to attendees.



## **Media and Outreach**

The statewide coalition will develop campaign materials and templates for local use including

- Website
- Outreach flyers
- Advertisements
- Press packets

The statewide coalition will work with partners to lead a press conference, disseminate statewide media alerts and conduct outreach.

## **Benefits of Participation**

The “No Drugs Down the Drain!” campaign provides local agencies numerous opportunities and benefits.

- Visibility to ratepayers, the public and regulators that agencies are taking action to reduce pharmaceuticals in the environment
- Support for logistics and implementation
- Statewide media and outreach, and templates for local outreach
- Collaboration with State and Federal agencies, non-profits, private sector
- Tangible and visible stewardship activity
- Springboard for disseminating other pollution prevention messages

## **Challenges**

While the benefits are numerous, there are some institutional challenges associated with the collection of pharmaceuticals. The Drug Enforcement Administration has specific requirements for the handling of any controlled (narcotic) substances that may be collected, typically requiring the involvement of law enforcement. In addition, collected non-controlled medication must be disposed by a licensed Medical Waste hauler, per the Medical Waste Management Act. While participating local agencies will be responsible for event logistics, campaign coordinators will provide training and support on how to conduct an event legally. Additionally, the campaign will provide templates for local outreach such as graphics for bill inserts and ads, in addition to statewide media and outreach. The No Drugs Down the Drain website will be a central website for residents to access information on the disposal options in their local area.

## **Budget**

- \$20,000      Basic media and graphics support
- Graphics design and support
    - leverage existing artwork, develop materials that local agencies can easily manipulate for use in bill inserts, local event flyers, email blasts, local print ads and banners
  - Media and public relations consultant
    - development of press advisory and press release
    - development of Public Service Announcements for TV and radio
    - coordination of statewide press event to launch campaign
    - pitching of PSAs, press event and statewide campaign to print, TV and radio outlets
- tracking print, TV and radio stories

\$30,000

Statewide advertising

- Flyer printing and distribution to pharmacies statewide
- Internet ads
- Radio ads through morning traffic programs
- Newspaper ads in largest news outlets, such as Sac Bee, LA Times, SF Chronicle, SD Union-Tribune, North Coast's Times-Standard, Orange County Register

\$50,000

Total Campaign Budget (does not include local event implementation and local event outreach)

**Partners**

For a complete list of partners, see [www.nodrugdownthedrain.org/statewidecampaign.html](http://www.nodrugdownthedrain.org/statewidecampaign.html)

- State and federal agencies
- Local and regional wastewater agencies statewide
- Regional wastewater associations
- Retailers such as pharmacies (through associations and individual retailers)
- Non-governmental organizations
- Household Hazardous Waste associations
- Other waste prevention organizations
- Private foundations
- Corporations
- Manufacturers
- Public health/medical agencies and organizations