

March 20, 2007

To: Authority Board

From: Karen Smith, Executive Director

Re: Ad Hoc Committee – Recommendations for Reaching 75%

BACKGROUND

The Recycling Board and Authority Board convened an Ad Hoc Committee in March of 2006 to discuss additional mechanisms to reach the 75% diversion goal by the 2010 deadline. Current programs in the Recycling Plan, consisting both of Agency projects and Member Agency efforts and policies, are not expected to get the county to 75%. An additional estimated 150,000 tons of new diversion—over and above the aggressive diversion programs already outlined in the Recycling Plan—are needed.

As part of the Ad Hoc committee meetings, its members discussed a broad range of topics, including collection and processing options, garbage franchises, current program enhancements, mandatory recycling, extended producer responsibility, environmentally preferable purchasing programs and mandates, and landfill bans.

Staff presented a series of program options, summarized in the attached memo and chart. These recommendations are based on the existing waste and recycling infrastructure, and cover the following areas:

- A. Ongoing Programs
- B. New Member Agency Policies
- C. Augmentations to Agency Programs and
- D. Authority Policy Change.

DISCUSSION

The Ad Hoc Committee reached consensus on the following recommendations for action. These recommendations need to be approved by both the Recycling Board and the Authority Board before they can be implemented.

- Jurisdictions should formally adopt the 75% goal by vote of city council.
- Current programs and recommendations should continue to be pursued, as not all recommended programs and policies have been adopted by all the member agencies.

- Agency programs should be augmented, with the priority on projects that divert the highest level of material. These four initial programs to augment are: funding additional MRFs; expanding the regional media campaign for residential food waste; enhancing the Stopwaste Partnership to increase diversion; and undertaking a regional media campaign in support of existing curbside recyclables.
- Jurisdictions should implement mandatory recycling for its residents and businesses.
- The Agency should pursue a regional landfill ban on certain materials, including green waste and cardboard, in conjunction with the nine Bay Area counties through ABAG and San Joaquin County.

These recommendations were agreed to by consensus by the members of the Ad Hoc Committee.

RECOMMENDATION

That the Authority Board adopt the AdHoc recommendations as an amendment to the Alameda County Source Reduction and Recycling Plan.

AdHoc Committee: This committee was formed to evaluate progress towards the 75% in 2010 goal and consider new approaches toward meeting that goal.

Members: Mr. Boone-RB, Mr. Bourque-RB, Mr. Green-WMA, Mr. Henson-WMA/RB, Ms. Jeffery-RB, Mr. Landis-WMA, Ms. Leider-WMA/RB, Ms. McCormick-WMA, Ms. McEnroe-WMA/RB, Ms. Okawachi-WMA, Ms. Quan-WMA/RB, Mr. Spencer-RB, Mr. Storti-RB, Ms. Spring-WMA, Mr. Wasserman-WMA and Mr. Wilson-RB
Staff Members: Ms. Bakke, Ms. Kaufman, Mr. Mathews and Mr. Padia

Strategies	Sector(s)/ Material(s)	Tonnage Target	Additional Cost/Year
A. Ongoing Programs		350,000	None
Continue implementation of C&D diversion efforts, including promoting existing facilities, helping develop a new facility and working with member agencies to pass C&D recycling ordinances.	Commercial Sector/ C&D waste, including inerts, untreated wood, cardboard		
Continue Green Building Programs, including educating professionals and consumers on green building techniques and working with member agencies on green building ordinances.	Commercial Sector/ C&D waste, including inerts, untreated wood, cardboard		
Continue StopWaste Partnership, focusing on medium and large waste generators and providing comprehensive environmental assessments and providing technical assistance to reduce waste.	Commercial Sector/ Cardboard, paper, film plastic, unpainted wood, food		
Continue other business efforts, including waste prevention research and marketing efforts to businesses, market development, and the support of the Green Business Program.	Commercial Sector/ Cardboard, paper, film plastic, unpainted wood, food		
Continue Organics Processing programs, including efforts to site an in-county facility, supporting member agency collection programs, expanding commercial food waste programs through technical assistance, and marketing food waste composting to residents.	Commercial & Residential Sectors/ Food waste, mixed paper		
Continue Bay-Friendly Landscaping and Gardening programs, including educating residents, professionals and member agency staff about Bay-Friendly practices to reduce waste and helping member agencies pass Bay-Friendly ordinances for public landscapes.	Commercial & Residential Sectors/ Plant Debris		
Continue Schools program, focusing both on district wide recycling programs and educational services such as assemblies, classroom presentations, service learning, teacher training, and field trips.	Commercial Sector/ Mixed paper, food waste, yard waste		
Continue support in the member agencies for recycling policies, such as C&D Recycling Ordinances, Civic Green Building/Bay Friendly Ordinances, Environmentally Preferable Purchasing, franchises that maximize diversion, and adequate land and appropriate zoning for recycling-based businesses.	All Sectors/All Materials		

B. New Member Agency Policies		65,000	None
Adopt 75% goal by vote of council.	All Sectors/All Materials		
Adopt mandatory residential recycling ordinance.	Residential Sector/ Bottles, cans, paper	30,000	
Adopt mandatory commercial recycling ordinance.	Commercial Sector/ Bottles, cans, paper, cardboard	35,000	
Pass resolution in support of Extended Producer Responsibility.	All Sectors/All Materials		

Strategies	Sector/Material	Tonnage Target	Additional Cost/Year
C. Augmentation of Agency Programs		114,000	
New C&D/Green Building Efforts		32,500	\$ 1,050,000
Fund two or more additional MRFs (for C&D debris & recycling rich loads), in addition to one facility already budgeted.	Commercial Sector/ C&D waste, including inerts, untreated wood, cardboard	30,000	\$ 750,000
Undertake additional Green Building Consumer Marketing media campaign to increase demand for and awareness of green building practices.	Commercial Sector/ C&D waste, including inerts, untreated wood, cardboard	2,500	\$ 300,000
New Organics Efforts		32,000	1,025,000
Provide subsidies to cities and businesses to increase tonnage in commercial organics recycling programs.	Commercial Sector/ Food waste, mixed paper	12,000	\$ 500,000
Expand regional media campaign to promote member agency residential food waste recycling programs. Expand incentives & cart labeling for residential food waste.	Residential Sector/ Food waste, mixed paper	20,000	\$ 525,000
New Business Efforts		18,500	250,000
Enhancements of ongoing program to capture additional materials from commercial/industrial/institutional sectors.	Commercial Sector/ Cardboard, paper, film plastic, unpainted wood, food	15,000	\$ 250,000
Convene packaging design and recycling stakeholder group to develop a Packaging Recycling Design project based on local data, including case studies and pilots.	Residential and Commercial Sectors/ Film plastic, mixed plastics, mixed paper	3,500	\$ 150,000
New Schools Efforts		1,000	350,000
Expand schools service learning program to serve all high schools.	Commercial Sector/ Mixed paper, cans, bottles	1,000	\$ 350,000
New Media Efforts*		30,000	500,000
Provide regional media campaign for curbside programs other than organics. Goal of 75% capture rate of recyclables.	Residential Sector/ Mixed paper, bottles, cans *	30,000	\$ 500,000

D. Authority Policy Change		170,000	
Raise Authority fee to fund additional facilities and programs augmentations.	All Sectors/All Materials		
Support and advocate for regional ban for certain materials in the landfill, including cardboard and organics.	Residential and Commercial Sectors/ Food waste, cardboard	170,000	
Pass resolution in support of Extended Producer Responsibility.	Residential and Commercial Sectors/ Cardboard, plastics		

**Tons for Regional Media effort overlap with tons targeted for Mandatory Residential Recycling Ordinance.*