

**APPROVED**

**MINUTES OF THE ALAMEDA COUNTY WASTE  
MANAGEMENT AUTHORITY MEETING  
OF THE  
PROGRAMS AND ADMINISTRATION COMMITTEE**

**Thursday, January 14, 2016**

**9:00 A.M.**

**StopWaste Offices  
1537 Webster Street  
Oakland CA 94612  
510-891-6500**

**Members Present:**

|                                 |                  |
|---------------------------------|------------------|
| City of Alameda                 | Jim Oddie        |
| City of Berkeley                | Susan Wengraf    |
| Castro Valley Sanitary District | Dave Sadoff      |
| City of Dublin                  | Don Biddle       |
| City of Fremont                 | Suzanne Lee Chan |
| City of Newark                  | Mike Hannon      |
| Oro Loma Sanitary District      | Shelia Young     |
| City of San Leandro             | Deborah Cox      |

**Absent:**

|                    |                |
|--------------------|----------------|
| County of Alameda  | Keith Carson   |
| City of Livermore  | Laureen Turner |
| City of Oakland    | Dan Kalb       |
| City of Union City | Lorrin Ellis   |

**Staff Present:**

Wendy Sommer, Executive Director  
Tom Padia, Deputy Executive Director  
Jeff Becerra, Communications Manager  
Wes Sullens, Program Manager  
Arliss Dunn, Clerk of the Board

**1. Convene Meeting**

Vice Chair Shelia Young called the meeting to order at 9:05 a.m. Wendy Sommer welcomed Deborah Cox to the Board as the new representative for the City of San Leandro, although not yet officially.

**2. Public Comments**

There were none.

**3. Approval of the Draft Minutes of November 12, 2015 (Wendy Sommer)**

**Action**

## DRAFT

Board member Wengraf made the motion to approve the draft minutes of November 12, 2015. Board member Biddle seconded and the motion was carried 7-0 (Carson, Chan, Ellis, Kalb, Turner absent).

Chair Sadoff assumed chairmanship for the remainder of the meeting.

#### **4. Communications Planning 2016 (Wendy Sommer & Jeff Becerra) Information**

This item is for information only, however discussion and feedback from Board members will be used to help plan communications-related spending for the FY 16-17 budget.

Jeff Becerra provided an overview of the staff report and presented a PowerPoint presentation. The combined report and presentation is available here: [Communications 2016-01-14-16](#)

Mr. Becerra distributed copies of the new agency brochure and a list of talking points and clarified that the brochure is not intended for the general public but rather a tool for Board members to utilize when communicating with their constituents and key stakeholders about StopWaste. Board members commended staff for developing the brochure as it provides a clear illustration of the agency's multiple programs and services. Board member Hannon inquired if the brochure is available in multiple languages. Mr. Becerra stated no, as it is not intended for the general public. However, we can revisit the issue as we move forward in utilizing the brochure. Board members recommended several agencies that should receive copies of the brochure, such as the local Chambers of Commerce, school districts, Tri-Valley Council, Tri-Valley Education Foundation, etc. Chair Sadoff recommended that staff should engage with the ACSDA (Alameda County Special Districts Association). Ms. Sommer stated that she and Mr. Padia recently attended the special districts meeting and will schedule a presentation in the future.

Board member Wengraf stated that she is happy to include an article about StopWaste in the newsletter to her constituents but is concerned that there is no delineation between StopWaste and local entities that provide recycling and refuse services and StopWaste may receive the angry and frustrated calls from residents. Board member Chan inquired about the types of communication and outreach that staff is offering to provide. Mr. Becerra stated that the outreach can be tailored to the audience, e.g. meeting with faith based or CBOs to inform regarding grant funding opportunities, etc.

Board member Young suggested focusing on multi-family as there are multiple issues with regard to contamination. She recommends collaborating with rental housing associations and other property associations.

Mr. Becerra distributed the most recent Benchmark Services report and informed the Board that the current reports are specific to each jurisdiction. Ms. Sommer added staff will be returning to the Board in the spring with a recommendation on whether to continue, discontinue or modify the report. This is based on our agreement with the City of Dublin. Ms. Sommer stated one of the negatives of the report is that Prop 26 limits the dissemination of the report to account holders only and we are unable to post the report on public websites.

Chair Sadoff recommended that we revisit the mission statement as it is too long and unwieldy. He suggested that the first paragraph of the talking points 'StopWaste is a public agency responsible for reducing waste in Alameda County and we do this through projects at home, at work, and at school' is a befitting statement. The Committee thanked staff for the report.

#### **5. Recycling in the Age of Product Transparency (Wendy Sommer & Wes Sullens) Information**

This item is for information only, however discussion and feedback from Board Members will be used to help adjust strategic plan targets for recycle content products.

## DRAFT

Wes Sullens provided an overview of the staff report and a PowerPoint presentation. The combined report and presentation is available here: [Recycled Content-01-14-16](#).

Chair Sadoff inquired if we are partnering with the Office of Environmental Health Hazard Assessment as they set health standards for all these materials. Mr. Sullens stated that we have been receiving feedback from the Air Resources Board staff and they have interaction with the OEHHA. Board member Biddle stated that with the decrease in the cost of oil it is cheaper to purchase new plastic than to utilize recycled plastic and inquired if this will pose a significant challenge. Mr. Padia stated yes if it remains at \$30-\$40 a barrel as opposed to \$90 range per barrel. Mr. Padia added there are fairly weak secondary commodities markets across the board and plastics are especially hit hard because many of them are made using natural gas or petroleum. Board member Wengraf stated that she is conflicted about encouraging her constituents to put their plastics in the recycling bin if they may not be recycled and suggested the Board address this issue at a retreat. Mr. Padia stated that it has been an ongoing issue when adding new materials to the recycling stream as it requires repeated messaging to affect behavior change. Mr. Padia added that normally 90% of materials placed in residential recycling carts are recycled.

Board member Hannon stated that he strongly feels that it starts with manufacturer concern with the life cycle of materials. Mr. Sullens concurred with Board member Hannon and added although the fear of regulations is a motivation for manufacturers there's also the industry recognition that their products are featured in the most prominent buildings via LEED, Build it Green, GreenPoint Rated, etc. Board member Chan stated that we need to be able to inform and regulate materials at the local level. Ms. Sommer stated that it is very important to have StopWaste staff participating at a "high level" for setting standards and to provide our expertise in order to influence the decision makers as opposed to only working with suppliers.

Board member Young inquired how to adjust our strategic plan targets based on the information presented and asked if it should be agendized on a quarterly basis. Ms. Sommer stated that staff will be returning to the Board in February with a set of criteria that we can use to assess the product targets such as recycled content products and future programs. Staff will then come back in March with recommendations on how to adjust the targets based on the list of approved criteria.

The Board thanked staff for the very valuable information.

### **6. Member Comments**

Ms. Sommer announced that Tom Padia is the new Deputy Executive Director.

### **7. Adjournment**

The meeting adjourned at 10:20 a.m.