

Committee Members

Dave Sadoff, **Chairperson**
Castro Valley Sanitary District
Shelia Young, **Vice Chairperson**
Oro Loma Sanitary District
Keith Carson, County of Alameda
Jim Oddie, City of Alameda
Susan Wengraf, City of Berkeley
Don Biddle, City of Dublin
Suzanne Lee Chan, City of Fremont
Laureen Turner, City of Livermore
Mike Hannon, City of Newark
Dan Kalb, City of Oakland
Pauline Cutter, City of San Leandro
Lorin Ellis, City of Union City

AGENDA

**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**

1. Convene Meeting

2. Public Comments

An opportunity is provided for any member of the public wishing to speak on any matter within the jurisdiction of the Programs & Administration Committee, but not listed on the agenda. Each speaker is limited to three minutes.

Page

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| 1 | 3. Approval of the Draft Minutes of November 12, 2015 (Wendy Sommer) | Action |
| 5 | 4. Communications Planning 2016 (Wendy Sommer & Jeff Becerra)
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. | Information |
| 9 | 5. Recycling in the Age of Product Transparency (Wendy Sommer & Wes Sullens)
This item is for information only, however discussion and feedback from Board members will be used to help adjust strategic plan targets for recycled content products. | Information |
| | 6. Member Comments | |
| | 7. Adjournment | |

The Programs & Administration Committee is a Committee that contains more than a quorum of the Board. However, all items considered by the Committee requiring approval of the Board will be forwarded to the Board for consideration at a regularly noticed board meeting.

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

Thursday, November 12, 2015

9:00 A.M.

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

Members Present:

Keith Carson, County of Alameda
Jim Oddie, City of Alameda
Susan Wengraf, City of Berkeley
Don Biddle, City of Dublin
Mike Hannon, City of Newark
Dan Kalb, City of Oakland
Shelia Young, Oro Loma Sanitary District
Pauline Cutter, City of San Leandro
Lorrin Ellis, City of Union City

Absent:

Suzanne Lee Chan, City of Fremont
Dave Sadoff, Castro Valley Sanitary District
Laureen Turner, City of Livermore

Staff Present:

Wendy Sommer, Deputy Executive Director
Gary Wolff, Executive Director
Debra Kaufman, Senior 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.

2. Public Comments

There were none.

3. Approval of the Draft Minutes of October 8, 2015 (Wendy Sommer)

Action

Board member Cutter made the motion to approve the draft minutes of October 8, 2015. Board member Oddie seconded and the motion was carried 7-0 (Carson, Chan, Ellis, Sadoff, Turner absent).

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4. Pension Liability Payoff and a Related Schedule Proposal **Action**
(Gary Wolff & Wendy Sommer)

Staff recommends that the P&A and P&O Committees recommend that the WMA direct staff at its November 18, 2015 meeting to follow the schedule presented in the staff report, which is intended as a decision making framework based on currently available information; and recommend that the WMA approve the proposed changes to reserves, and payment to PERS, when the mid-year budget revisions are brought before them on December 16, 2015.

Gary Wolff provided an overview of the staff report. The report is available here: [Pension Payoff Memo-11-12-15](#)

Board members expressed appreciation to staff for providing a framework and asked that it be included in future pension fund discussions. Board members agreed that we should not be too aggressive in paying down the pension liability until we evaluate program options during the budgeting process. Board members Hannon, Ellis and Biddle stated that their respective cities created policies addressing the long term pension liability and encouraged the agency to do so as well. Board member Wengraf recommended that the agency establishes a pension funding target with respect to some percentage of the pension fund liability as well as a chart showing where we are today and where we want to be in terms of the funded percentage. Board member Young asked for clarity on the decision before the committee and stated that she was uncomfortable with being constrained by the decision points in the framework as staff will need flexibility to adjust as the budget figures fluctuate. Mr. Wolff and Ms. Sommer clarified that the committee is only being asked to consider the action noted in the staff recommendation for the month of December.

Board member Cutter made the motion and Board member Ellis seconded and by a vote of 9-0 (Chan, Sadoff and Turner absent) forward the following recommendation to the WMA Board:

1. Approve the proposed changes to reserves, and \$0.6 million payment to PERS, when the mid-year budget revisions are brought before them on December 16, 2015.
2. Approve the framework schedule for staff to follow in concept, with budget amounts to be discussed as part of the Agency's budget development process.
3. Direct staff to bring before the WMA Board a discussion of a pension funding target (e.g., some percentage of total pension liability; noting that the actual funded percentage will fluctuate around the target due to changes in market value, even after any chosen target level has been achieved).

5. Legislative and Regulatory Priorities for 2016 **Action**
(Wendy Sommer, Debra Kaufman & Wes Sullens)

Staff recommends that the Boards confirm the priorities identified in the staff report for the upcoming legislative year.

Debra Kaufman provided an overview of the staff report. The report is available here: [Legislative Priorities-11-12-15](#)

Board member Cutter recommended that staff contact ABAG immediately to request a policy statement with respect to the "Pay As You Save" legislation as ABAG is on a six month track to merge with the Metropolitan Transit Committee (MTC). Board member Kalb requested that staff provide a written update to the WMA Board on the status of the three proposed bills. Ms. Kaufman stated that staff would provide the update. Board member Kalb recommended that as the agency establishes a "high priority" bill that staff provide the strategy and outline for addressing the bill to the Committee and to not solely rely on the Technical Advisory Committee (TAC) to get cities to weigh in. He further recommends that staff ask Board

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members to obtain appropriate resolutions, policy statements, etc. from their respective councils. Board member Young proposed that the staff recommendation be revised to include “other priorities as identified.”

Board member Biddle made the motion and Board member Kalb seconded and with a vote of 8-0 (Carson, Chan, Sadoff and Turner absent) to recommend to the WMA Board the following revised recommendation:

Staff recommends that the Boards confirm the priorities identified in the staff report for the upcoming legislative year as well as other priorities as identified.

6. Member Comments

Board member Young announced that Oro Loma and Castro Valley Sanitary Districts will be hosting a horizontal levy tour on Saturday, November 14, 2015, from 10:00 a.m. to 2 p.m. at Oro Loma Sanitary District. It is a pilot project to address projected sea-level rise and extreme weather. The project is in collaboration with both agencies in conjunction with Save the Bay, UC Berkeley, and other environmental groups. Tours of the wastewater treatment plant will also be offered.

7. Adjournment

The meeting adjourned at 10:10 a.m.

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DATE: January 14, 2016

TO: Programs and Administration Committee
Planning and Organization Committee/Recycling Board

FROM: Wendy Sommer, Executive Director

BY: Jeff Becerra, Communications Manager

SUBJECT: Communications Planning 2016

SUMMARY

At the January 14, 2016 committee meetings, staff will share new communication resources available for Board member use, and discuss ways to support Board members in their efforts to represent StopWaste in their communities. Discussion and feedback will be used to help plan communications-related spending for the FY 16-17 budget.

DISCUSSION

In recent years StopWaste communication initiatives have included:

- An updated brand to minimize confusion about our public agency status
- Update reports to increase community understanding of our purpose, achievements and cost-effective program implementation
- A new website and RecycleWhere search tool
- Inclusion of behavioral science principles and strong visuals in campaign messaging
- Community outreach grants to reach underserved constituents and expand food-scrap recycling participation.

Building on this work, a number of new communication resources are available for StopWaste staff and Board member use. These include:

- An Agency brochure and governance diagram providing an introductory overview of our work and overlapping three-Board governing structure
- A web-based e-newsletter to keep stakeholders up-to-date on StopWaste current activities and to learn more about our staff
- A standard PowerPoint template for consistent representation of the Agency
- Talking points and an “elevator pitch” to assist Board members when representing StopWaste
- The latest Benchmark report for late January distribution, customized for each jurisdiction.

Planning for FY16-17

This spring, Board members will be reviewing the 2010 Strategic Plan – our progress towards achieving the goals outlined in the plan, and what criteria should be used for adopting new or modifying existing projects in advance of FY16-17. The review will include proposed updates to the Agency vision and mission statement (current versions in Attachment A) to more accurately reflect the work we've been doing and Agency structures put in place in recent years (e.g. climate protection work and the addition of the Energy Council).

Moving forward, StopWaste communications can be improved with more explicit coordination with Board members. As connectors and representatives of the communities we serve, Board members are in a unique position to be StopWaste ambassadors, amplifying our influence and communicating back the needs and desires of the communities they serve. Discussion at the January 14 committee meetings will focus on how to best take advantage of the opportunities that Board members have to represent StopWaste, and the resources that would make it easiest for Board members to do so consistently and with the greatest impact.

Items for discussion:

Public Participation

- What public or community events do Board members regularly attend where it would be appropriate to communicate about the StopWaste services available to Alameda County residents?
- What is the best venue or method for providing constituent feedback about StopWaste to staff?
- What organizations do Board members belong to (e.g. ABAG, League of CA Cities) that could benefit from collaboration with StopWaste?

Electronic Media

- For Board members with a social media presence, what types of StopWaste content would be most appropriate to share? What is the best way to convey this content to Board members?
- What types of articles/announcements should be included in the new e-newsletter in order for it to be most relevant for use by Board members?

General Communication

- Staff is considering an approach to social media that would include putting forth strong public opinions regarding issues relevant to Agency work. What do Board members feel about this approach?
- What communication resources would be helpful for Board members to have that do not yet exist?

RECOMMENDATION

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.

Attachment A – StopWaste Current Vision and Mission Statement

Vision Statement

1. **StopWaste is a national leader in pursuing effective solutions that reduce the waste of material and other natural resources.** Leadership requires innovative ideas, advanced technology, proactive policy development, effective communication and heightened visibility for StopWaste and its programs. Leadership also requires that StopWaste use in-house programs to “practice what it preaches.”
2. **Alameda County achieves 75 percent diversion from landfills by the year 2010, and progresses toward even greater reduction in later years.** Alameda County’s broad waste reduction goals are supplemented with specific quantitative and/or qualitative goals for all programs.
3. **StopWaste’s waste prevention and recycling programs are integral to a society that is environmentally, economically, and socially sustainable over the long-term.** StopWaste’s programs are linked with other resource conservation efforts and with local and countywide social and economic development programs.
4. **In achieving waste prevention and recycling goals, StopWaste also helps to:**
 - o Create an aware and educated public that has adopted the values and behaviors associated with conservation and sustainability with respect to the consumption and disposal of materials and natural resources;
 - o Establish durable, economically sustainable markets for discarded materials that are recovered; and
 - o Create jobs and other forms of social betterment for the residents of Alameda County.
5. **StopWaste’s internal operations support its mission.** StopWaste ensures that all residents and businesses can participate in its decision-making process and ensures that all programs funded with public monies meet rigorous standards of evaluation. Board members and staff work together cooperatively, harmoniously and with mutual respect.

Mission Statement

The Alameda County Waste Management Authority and the Alameda County Source Reduction and Recycling Board form an integrated public agency known as StopWaste. StopWaste is dedicated to achieving the most environmentally sound solid waste management and resource conservation program for the people of Alameda County. Within this context, StopWaste is committed to achieving a 75-percent-and-beyond diversion goal and promoting sustainable consumption and disposal patterns.

In achieving this goal, StopWaste will:

- Provide strategic planning, research, education and technical assistance to the public, businesses and local governments.
- Initiate innovative programs and facilities to maximize waste prevention, recycling and economic development opportunities.
- Serve as a proactive public policy advocate for long-term solutions to our challenges.
- Partner with organizations with compatible goals.

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DATE: January 14, 2016

TO: Programs & Administration Committee
Planning & Organization Committee/Recycling Board

FROM: Wendy Sommer, Executive Director

BY: Wes Sullens, Program Manager

SUBJECT: Recycling in the Age of Product Transparency

SUMMARY

StopWaste has partnered with the Healthy Building Network and the San Francisco Department of the Environment to identify, evaluate and compare health hazards associated with various recycled content raw materials. At the January 14 committee meetings, staff will present the research findings. Any input from Board members will be used to help adjust strategic plan targets for recycled content products.

DISCUSSION

Over the past 20 years, recycled content has become the most recognized symbol of sustainability in consumer products, packaging, and building materials. This emphasis has been driven by waste diversion goals, regulations, manufacturer leadership, and—in the green building sector—by rating systems like LEED and GreenPoint Rated. But not all recycled content raw materials are created equal. Some materials—due to their contents, their prior usage or their collection and screening programs—may pose greater environmental and health concerns than others. These uncertainties of recycled content have led to media attention, scrutiny, and even the avoidance of recycled content in some product categories. Specifically, in the leading commercial construction markets of the Bay Area and the nation, a drive towards product transparency and healthy materials have led to deeper questions about the supposed benefits that recycled content has enjoyed for so many years.

To shed light on these issues, StopWaste partnered with the Healthy Building Network and the San Francisco Department of the Environment to conduct the research needed to better understand the health hazards associated with recycled content raw materials, or “feedstocks.” Outcomes of this

partnership include technical reports that rank and evaluate recycled content feedstocks and provide recommendations for optimizing and prioritizing recycled content in building materials.

RECOMMENDATION

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