

**DRAFT**

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

**Thursday, September 13, 2018**

**9:00 A.M.**

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

**Teleconference  
Lorrin Ellis  
Long Beach Convention Center  
300 E Ocean Blvd  
Long Beach, CA 90802  
510-675-5621**

**Members Present:**

Castro Valley Sanitary District  
County of Alameda  
City of Berkeley  
City of Newark  
Oro Loma Sanitary District  
City of Pleasanton  
City of San Leandro  
City of Union City

Dave Sadoff  
Keith Carson  
Kriss Worthington  
Mike Hannon  
Shelia Young  
Jerry Pentin  
Pauline Cutter  
Lorrin Ellis (teleconference)

**Absent:**

City of Dublin  
City of Fremont  
City of Livermore  
City of Oakland

Melissa Hernandez  
Vinnie Bacon  
Bob Carling  
Dan Kalb

**Staff Present:**

Wendy Sommer, Executive Director  
Pat Cabrera, Administrative Services Director  
Tom Padia, Deputy Executive Director  
Cassie Bartholomew, Program Manager  
Meghan Starkey, Senior Management Analyst  
Justin Lehrer, Senior Management Analyst  
Arliss Dunn, Clerk of the Board

**Other's Participating:**

Leslie Lukacs, SCS Engineers  
Stacey Demers, SCS Engineers

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### 1. Convene Meeting

Chair Shelia Young called the meeting to order at 9:00 a.m.

### 2. Public Comments

There were none.

### 3. Approval of the Draft Minutes of July 12, 2018 (Pat Cabrera)

Board member Sadoff made the motion to approve the draft minutes of July 12, 2018. Board member Worthington seconded and the motion carried 7-0 (Ayes: Carson, Ellis, Hannon, Pentin, Sadoff, Worthington, Young. Nays: None. Abstain: None. Absent: Bacon, Cutter, Hernandez, Kalb).

### 4. ReThink Disposable Update (Cassie Bartholomew) – (moved to hear after Item #5)

This item is for information only.

Cassie Bartholomew provided an overview of the staff report and showed a video from the ReThink Disposables campaign. The video was developed by the Clean Water Fund and is being shown in the Alameda Theater. A link to the staff report is available here: [ReThink-Disposable-Memo-09-13-18.pdf](#). A link to the video is available here: [ReThink-Disposable-Video](#)

Ms. Bartholomew stated that we are looking for businesses that may be interested in switching from disposables to reusables and invited the Committee to submit any companies in their jurisdictions that may be interested. The companies should utilize food ware in their establishments, have current dishwashing capacity, hand out excessive amounts of disposables, locally owned and operated, and have issues with food waste contaminating the organics or recycling streams. Board member Hannon inquired if there has been any success in reaching out to fast food establishments such as McDonalds, Burger King, etc. Ms. Bartholomew stated that it has been a struggle in reaching out to franchises due to standardized branding. There is a local McDonald's franchise that is interested but barriers include installing the proper dishwashers, which would be a significant investment. However, we do have a local Subway franchise coming onboard. Board member Carson inquired about how the video was developed and how it is being marketed. Ms. Bartholomew stated that the Clean Water Fund has a grant through the Ocean Protection Council and Unpacking Alameda. The video was produced by Clean Water Fund as part of their marketing campaign and the video is currently being marketed via YouTube to a targeted audience. Chair Young thanked Ms. Bartholomew for her report.

### 5. Discards Behavior and Markets (Tom Padia) – (Item #5 presented first)

This item is for information only.

Tom Padia provided an overview of the staff report. A link to the report is available here: [Discards-Behaviors-Markets-Memo-09-13-18.pdf](#). Mr. Padia informed the Committee that this presentation on discards is part of a series of presentations that will be provided to prepare the Board for the upcoming Priority Setting session in November. (Board member Cutter arrived during the presentation).

Chair Young inquired if there is any good news in the discard markets. Mr. Padia stated that the mixed paper markets have been a concern but paper mills are currently experimenting with blending in mixed paper and demand is slowly creeping up. Board member Hannon stated that we may need to revisit processes on how we recycle and sort as we are not being as effective with respect to materials and

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inquired about capacity in landfills. Mr. Padia stated that the Altamont landfill is currently building its landfill cell and anticipates 30 year capacity at current trends, so landfill capacity is not an issue. Board member Pentin commented that he is a member of the Altamont Community Monitor Committee and Area 2 of the landfill expansion is expected to be completed and used but they are still only using Area 1. Area 2 is expected to have 30-40 year landfill capacity.

Chair Young inquired if we are aware of where haulers are taking their materials. Mr. Padia stated that there are several check points at the local level with the franchisee and sanitary districts. There is also a state regulated disposal reporting system and every landfill has to report by jurisdiction of origin and we consolidate the reports and distribute the information to member agencies quarterly and annually. Mr. Padia added we have not seen disruption in patterns and the franchise collection information remains very consistent. Chair Young commented that the city of Berkeley has dual stream collection and inquired if it is effective for less contamination. Mr. Padia stated yes. Chair Young inquired about the status of the Davis Street OMRF (Organics Material Processing Facility). Mr. Padia stated that all of the equipment is installed and they are working on systemizing the computers. Board member Carson inquired about the amount of funding we are spending on behavior modification, not just marketing and information, but the industry in general. Ms. Sommer stated that the agency priority is currently organics and food waste and the funding for behavior change is currently targeted for that project. However, we can revisit the issue during the priority setting discussion in the fall. Mr. Padia added with revenues plunging in the materials markets there is little effort towards marketing and outreach for behavior change but an increase in efforts towards more effective waste separation and waste prevention.

Board member Carson stated that the County recently launched on a 10 year 2016-2026 Visioning Plan looking at all phases of planning and service delivery from an intergenerational perspective. Ms. Sommer added with respect to illegal dumping, we don't consider that it is not a matter of awareness or linked to behavior but a matter of cost with respect to fees for disposal of materials. Mr. Padia added our angle with respect to illegal dumping is for the possible recovery of recyclable materials such as mattresses, refrigerators, tires, freezers, etc., items that are charged a separate fee at disposal facilities, to work with outlets such as bulky waste pickups or amnesty days, and they are usually imbedded in franchise agreements and rates for which we have no control. Mr. Padia added we provided feedback to the State mattress EPR program that has been heard and adopted by CalRecycle in their comments to the mattress industry to make it more convenient and accessible for residents. Board member Carson stated that Supervisor Nate Miley has taken the lead on illegal dumping in the county and has retained a consulting service to focus on this issue. Mr. Padia stated that he has attended some of the meetings as well as our Communications Director Jeff Becerra, so we are in the loop. Chair Young thanked Mr. Padia for his report.

### **6. Waste Characterization Study 2017-18 (Meghan Starkey)**

This item is for information only.

Meghan Starkey provided an overview of the staff report and presented a PowerPoint presentation. A link to the report and the presentation is available here: [WCS-Report-Presentation-09-13-18.pdf](#). Ms. Starkey introduced Leslie Lukacs and Stacey Demers of SCS Engineers. They were contracted to complete the study. Ms. Starkey acknowledged Tom Padia for his assistance.

Board member Pentin commented that there was a bad economy in 2008 and inquired about any correlation between the bad economy and the spike in disposal numbers. Ms. Starkey stated that there

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is no definitive information. Ms. Starkey stated that there is an increase in organics collection, which speaks to impact of programs. Board member Pentin inquired about what they were seeing at the MRFs because it should be less than 10% coming out of MRFs. Ms. Lukacs stated that they were sorting to a higher degree than the MRFs. Mr. Padia added one of the MRFs that they were sorting at was Davis Street and they are contractually obligated to sort Oakland multi-family garbage. The OMRF is designed to more efficiently fulfill that contractual obligation, but in the interim they are sorting it over the pre-existing C&D dry sort line. Board member Hannon inquired if it is commonplace for MRFs to have garbage come through the lines. Mr. Padia stated that it has not been common locally. Pleasanton had a dirty MRF but phased it out long ago. Board member Hannon commented that it is a good thing that we have decreased to 36% good stuff in the garbage and inquired if it is attributable to the changing market for recyclable goods and more selective materials. Ms. Starkey stated that the MRF study was done prior to full market effects being felt, so the changes in MRF operations occurred later than the study. Ms. Starkey added in 2008, the collapse in the paper market surprisingly did not show up in the waste characterization study. Board member Hannon commented that many residents use a 32 or 64 gallon can and suspects that possibly people are putting bad stuff in the recyclables due to the smaller garbage cans and inquired if there is consideration for offering a uniform bin size at no additional cost. Mr. Padia stated that there is an across the board review of rate structures and service structures but the cost of a truck picking up a smaller can is the same as picking up a larger can. Going forward there may be discussions regarding giving ample capacity and increased education on how to properly sort materials. Board member Hannon inquired if the disposal from residential bulky pick-ups was included in the study. Ms. Starkey stated that a minimal amount was included in self-haul. Board member Sadoff inquired about the time of year that the field studies were conducted. Ms. Starkey stated that they were conducted in the months of August, 2017, and January and February, 2018.

Board member Sadoff stated that the green cart set out less materials in winter and inquired if seasonal differences were included in the study. Ms. Demers stated yes, seasonal differences are accounted for as they targeted sampling in those two periods of time (summer and winter) because it would capture both behaviors. They did compare seasons to seasons and there were slight but not significant differences. Ms. Demers added, the field study was conducted for self-haul, MRFs, roll-off and the commercial sectors and the benchmark study was used to characterize the single family and multi-family sectors, and those studies were taken year round. Chair Young commented that we need more education and Oro Loma Sanitary District is trying to do direct outreach and work with multi-family residences as she suspects that is where a significant volume of contamination occurs, as well as illegal dumping. Chair Young added she is working with Supervisor Miley's office to address the illegal dumping issue. Board member Hannon stated that San Jose has a bulky pick-up for multi-family and inquired if Alameda County has a program. Mr. Padia stated that it has traditionally been for single-family residences but as franchises are renewed there is an increasing trend to include bulky pick-up services for property managers as well as individual tenants within multi-family dwellings. Board member Sadoff stated that he recently learned that bulky pick-up services for multi-family dwellings will be included in their new ACI franchise agreement. Chair Young stated that there was an article in the East Bay Times regarding an organized neighborhood bulky pick-up. Board member Hannon stated that San Jose also offered a neighborhood bulky pick-up where they provided dumpsters onsite and found it to be very effective in the lower-income neighborhoods. Chair Young added it would be a good idea to do a best practices report of activities that jurisdictions offer and stated it could be discussed during the planning session in the fall. Chair Young thanked Ms. Starkey for her report.

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### **7. What Happens to E-Scrap? (Tom Padia)**

This item is for information only.

Tom Padia provided an overview of the staff report. A link to the report is available here:

[E-Scrap-Memo-09-13-18.pdf](#)

Chair Young inquired about the disposal methods used by organizations that host events for dropping off e-waste. Mr. Padia stated that some may not go through a certified chain of custody and some may deliver materials to E-Recycle of California but he is not certain. Mr. Padia added California has a consumer funded recycling system for video display devices such as televisions of a certain screen size and a fee is paid at the point of purchase. There are markets for cell phones that can be sold or recycled for reuse but there is concern regarding personal information and e-security. Board member Pentin stated that his business uses a degausser or magnetic eraser.

Chair Young thanked Mr. Padia for his report.

### **8. Member Comments**

Board member Cutter commented that Gobble, a food delivery service, has a significant amount of packaging that is non-recyclable nor offers the ability to return the packaging and inquired if staff can look into reaching out to these services. Justin Lehrer stated that there is a proliferation of companies that offer prepared meals that utilize metalized film that is not recyclable. He added that gel packs are not recyclable and should be put in the garbage. We are trying to start a dialogue with the local businesses and actively trying to locate contacts to provide guidance to improve their packaging profile. We were recently contacted by Urban Remedy, a local food delivery service inquiring about a third-party source for their customers to send their packaging for recycling. Staff will update the Board on any new developments.

### **9. Adjournment**

The meeting adjourned at 10:35 a.m.