

**Planning & Organization Committee and  
Recycling Board Members**

Tim Rood, **President**  
City of Piedmont

Toni Stein, **1<sup>st</sup> Vice President**  
Environmental Educator

Dianne Martinez, **2<sup>nd</sup> Vice President**  
City of Emeryville

Adan Alonzo, Recycling Programs

Greg Jones, City of Hayward

Bernie Larrabe, Recycling Materials Processing Industry

Peter Maass, City of Albany

Daniel O'Donnell, Environmental Organization

Michael Peltz, Solid Waste Industry Representative

Jerry Pentin, City of Pleasanton

Steve Sherman, Source Reduction Specialist

**AGENDA**  
**MEETING OF**  
**PLANNING AND ORGANIZATION COMMITTEE**  
**AND**  
**ALAMEDA COUNTY RECYCLING BOARD**

**Thursday, January 14, 2016**

**4:00 P.M.**

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

Meeting is wheelchair accessible. Sign language interpreter may be available upon five (5) days' notice to 510-891-6500.

**I. CALL TO ORDER**

**II. ROLL CALL**

**III. ANNOUNCEMENTS BY THE PRESIDENT**

Page **IV. CONSENT CALENDAR (P&O & RB)**

- |   |   |                    |
|---|---|--------------------|
| 1 | <b>1. Approval of the Draft Joint Minutes of December 16, 2015 (Wendy Sommer)</b> | <b>Action</b>      |
| 7 | <b>2. Board Attendance Record (Wendy Sommer)</b>                                  | <b>Information</b> |
| 9 | <b>3. Written Report of Ex Parte Communications</b>                               | <b>Information</b> |

**V. OPEN PUBLIC DISCUSSION**

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

**VI. REGULAR CALENDAR (P&O & RB)**

- |    |  |                    |
|----|--|--------------------|
| 11 | <b>1. Creative Growth - Non Profit Update (Wendy Sommer &amp; Meri Soll)</b><br>This item is for information only.   | <b>Information</b> |
| 13 | <b>2. Communications Planning 2016 (Wendy Sommer &amp; Jeff Becerra)</b><br>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.               | <b>Information</b> |
| 17 | <b>3. Recycling in the Age of Product Transparency (Wendy Sommer &amp; Wes Sullens)</b><br>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. | <b>Information</b> |

**VII. OTHER PUBLIC INPUT**

**VIII. COMMUNICATIONS/MEMBER COMMENTS** **Information**

**IX. ADJOURNMENT**

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**DRAFT**

**MINUTES OF THE JOINT MEETING OF THE  
ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY (WMA) BOARD,  
THE ENERGY COUNCIL (EC),  
AND THE SOURCE REDUCTION AND RECYCLING BOARD (RB)**

**Wednesday, December 16, 2015**

**3:00 P.M.**

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

**I. CALL TO ORDER**

First Vice President Kalb, WMA, called the meeting to order at 3:05 p.m.

**II. ROLL CALL**

**WMA or EC or RB, as noted**

County of Alameda	Keith Carson, WMA, EC
City of Alameda	Jim Oddie, WMA, EC
City of Albany	Peter Maass, WMA, EC, RB
City of Berkeley	Susan Wengraf, WMA, EC
Castro Valley Sanitary District	Dave Sadoff, WMA
City of Dublin	Don Biddle, WMA, EC
City of Emeryville	Dianne Martinez, WMA, EC, RB
City of Fremont	Suzanne Lee Chan, WMA, EC
City of Hayward	Greg Jones, WMA, EC, RB
City of Newark	Mike Hannon, WMA, EC
City of Oakland	Dan Kalb, WMA, EC
Oro Loma Sanitary District	Shelia Young, WMA
City of Piedmont	Tim Rood, WMA, EC, RB
City of San Leandro	Pauline Cutter, WMA, EC
City of Union City	Lorrin Ellis, WMA, EC, RB

**Absent:**

City of Pleasanton	Jerry Pentin, WMA, RB
City of Livermore	Laureen Turner, WMA

**Recycling Board only:**

Environmental Educator	Toni Stein
Environmental Organization	Daniel O'Donnell
Recycling Materials Processing Industry	Bernie Larrabe
Recycling Programs	Adan Alonzo
Solid Waste Industry Representative	Michael Peltz
Source Reduction Specialist	Steve Sherman

**Staff Participating:**

Gary Wolff, Executive Director  
Wendy Sommer, Deputy Executive Director  
Pat Cabrera, Administrative Services Director  
Meri Soll, Senior Program Manager  
Richard Taylor, Counsel, Authority Board  
Arliss Dunn, Clerk of the Board

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### Others Participating:

Ruth Abbe, Zero Waste USA, Measure D Committee  
Arthur Boone, Former Recycling Board Member  
Allison Chan, Save the Bay  
Gayle Lillian, Oakland Indie Alliance

### III. ANNOUNCEMENTS BY THE PRESIDENTS

There were none.

### IV. CONSENT CALENDAR (WMA, EC & RB)

- |    |   |                    |
|----|---|--------------------|
| 1. | <b>Approval of the Draft Minutes of November 18, 2015 (WMA &amp; EC-Separate Votes) (Gary Wolff)</b>                        | <b>Action</b>      |
| 2. | <b>Approval of the Draft Minutes of November 12, 2015 (RB only) (Wendy Sommer)</b>  | <b>Action</b>      |
| 3. | <b>Grants Under \$50,000 (WMA only) (Gary Wolff)</b>  | <b>Information</b> |
| 4. | <b>Minutes of the November 17, 2015 Technical Advisory Group (TAG) (EC only) (Gary Wolff, Wendy Sommer &amp; Karen Kho)</b> | <b>Information</b> |
| 5. | <b>Recycling Board Attendance Record (RB only) (Wendy Sommer)</b>   | <b>Information</b> |
| 6. | <b>Written Report of Ex Parte Communications (RB only) (Wendy Sommer)</b>   | <b>Information</b> |

Board member Young made the motion to approve the Consent Calendar for the WMA Board. Board Member Sadoff seconded and the motion carried 14-0 (Chan, Carson, Ellis, Pentin and Turner absent).

Board member Cutter made the motion to approve the Consent Calendar for the Energy Council. Board member Maass seconded and the motion carried 13-0 (Chan, Carson, and Ellis absent).

Board member Maass made the motion to approve the Consent Calendar for the Recycling Board. Board member Alonzo seconded and the motion carried 7-0 (Rood, Pentin, Sherman and Stein absent). (Board member Rood was absent from the room during the vote).

### V. OPEN PUBLIC DISCUSSION (WMA, EC & RB)

Arthur Boone commented that there have been major improvements with the waste diversion and recycling processes for the City of San Ramon's Art and Wind Festival. Last year, 91% of materials by weight was diverted from the landfill.

### VI. REGULAR CALENDAR (WMA, EC & RB)

- |    |   |               |
|----|---|---------------|
| 1. | <b>The State Water Resources Control Board Drought Response Outreach Program for Schools– Resolution to Accept Grant and Amend FY15/16 Budget (WMA only) (Gary Wolff, Cassie Bartholomew &amp; Kelly Schoonmaker)</b>   | <b>Action</b> |
|    | Staff recommends that the Waste Management Authority Board adopt the attached Resolution accepting the State Water Resources Control Board, Division of Financial Assistance DROPS grant funds and authorize the Executive Director to enter into an agreement with The State of California, approve the FY 15/16 mid-year budget adjustment adding \$1,491,503, and other related actions. |               |

Wendy Sommer provided an overview of the staff report. The report is [DROPS Grant 12-16-15](#).

Board member Alonzo inquired as to the reason that of the 13 cities only Oakland and Piedmont school districts are participating. Ms. Sommer stated that Oakland and Piedmont were the districts that were most qualified and further along with their plans and curriculum. Ms. Sommer added there was a quick turnaround for the grant application process and we're hoping that we can replicate the programs and incorporate other school districts in the county.

## DRAFT

Board member Wengraf made the motion to approve the resolution. Board member Cutter seconded and the motion carried 15-0. A roll call was required for the action.

**Ayes:** Biddle, Chan, Cutter, Hannon, Jones, Kalb, Martinez, Maass, Oddie, Rood, Sadoff, Wengraf, Young.

**Nays:** None. **Abstain:** None. **Absent:** Carson, Ellis, Pentin, Turner.

### **2. Mid-Year Budget Adjustments (WMA, EC & RB) Action** **(Gary Wolff, Pat Cabrera & Gina Peters)**

Staff recommends that the Authority Board at its December 16, 2015 meeting adopt the proposed mid-year budget revisions as they pertain to the Authority Board's operations and as outlined in the attached resolution (Attachment A). Staff recommends that the Energy Council at its December 16, 2015 meeting adopt the proposed mid-year revisions as they pertain to the Energy Council and as outlined in the attached resolution (Attachment B). Staff further recommends that the Recycling Board at its December 16, 2015 meeting adopt the proposed mid-year budget revisions as they pertain to Recycling Board operations and as outlined in the attached resolution (Attachment C).

Pat Cabrera provided an overview of the staff report. The report is available here: [Mid-Year Budget Adjustments](#)

Board member Cutter inquired about the additional expense of the bag expansion with respect to the mid-year budget. Mr. Wolff stated that the budget adopted in July includes the expense for activities to investigate both options to include or not include restaurants in the bag expansion. Board member Biddle inquired about the mid-year budget and its impact on the budget projections presented. Mr. Wolff stated that the revenue correction was included in the scenario presented to the Board last month. Ms. Cabrera added the agency's core expenditures are unchanged, however the core budget increased due to grants approved prior to the mid-year as well as the grant approved today. Projected core revenues still exceed core expenditures.

Board member Chan made the motion to approve the staff recommendation and adopt the attached resolution (Attachment A) for the WMA Board. Board member Sadoff seconded and the motion carried 17-0 (Ellis, Pentin and Turner absent).

Board member Wengraf made the motion to approve the staff recommendation and adopt the attached resolution (Attachment B) for the Energy Council. Board member Rood seconded and the motion carried 17-0 (Ellis, absent).

Board member Maass made the motion to approve the staff recommendation and adopt the attached resolution (Attachment C) for the Recycling Board. Board member Rood seconded and the motion carried 10-0 (Pentin absent).

### **3. Reusable Bag Ordinance 2012-2: Update - Potential Expansion Activities and Next Steps (WMA only) (Wendy Sommer & Meri Soll) Action**

Staff recommends that the WMA select one of the options described above with respect to possible expansion of WMA Ordinance 2012-02 (no further action, consider expansion to all retail stores, or consider expansion to all retail stores plus all restaurants). Although the Recycling Board does not have the authority to adopt ordinances and cannot vote on this item, their participation in discussion of the recommendation is important because WMA funding of ordinance expansion potentially increases the financial burden on the Recycling Board for other waste reduction activities.

Meri Soll provided an overview of the staff report and presented a PowerPoint presentation. The combined report and presentation is available here: [Reusable Bag Expansion-12-16-15](#)

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Board member Martinez inquired if there are ordinances that charge at retail establishments but not for paper bags at restaurants. Ms. Soll stated that all of the ordinances that affect restaurants (with the exception of San Francisco) charge for paper bags at retail establishments but not at restaurants. Ms. Soll added the staff report includes a synopsis of all of the ordinances. Board member Kalb inquired if there are categories of stores that are meaningfully different that we or other jurisdictions have identified separate from restaurants. Ms. Soll stated that included in the staff report is information on how retail establishments are coded or identified; other jurisdictions have phased in smaller to larger stores but not by type as it creates confusion for the consumer.

Board member Biddle stated that it would be more appropriate if the Clean Water program would fund the initial implementation cost of \$350,000 and the agency assume the ongoing expenses. Ms. Soll stated that we shared with the Clean Water program what our program costs would be and they were able to allocate \$180,000 toward the program. Board member Martinez inquired if projected program costs would remain flat FY 18/19. Ms. Soll stated in theory yes, however it depends on the option selected, i.e. an additional 9,000 stores or 4,000 restaurants as well as the success of the complaint based enforcement program.

Board member Stein inquired if there is data on establishments that offer recycled content reusable bags and if there is movement to require recycled content. Ms. Soll stated that if SB270 passes, it will include requirements for recycled content that will be phased in over time as well. However it is not a requirement of our ordinance. Board member Chan inquired if we have used up the \$75,000 that was approved for expansion activities. Ms. Soll stated no, we have used approximately \$35,000 for contractors and hard costs. The \$30,000 listed in the mid-year budget associated with the bags project identifies the vendor selected for outreach activities, separate from the budget for expansion. Board member Chan inquired if revenue from fines is allocated locally or towards the agency. Mr. Wolff stated revenue from fines is allocated towards the agency and the Board can direct to spend it toward the mission of the agency. Board member Rood inquired regarding the cost to restaurateurs for the compliant reusable bag or paper bag as opposed to the single use bags currently being used. Gayle Lillian, Oakland Indie Alliance, stated that she only uses brown brown paper bags and charges \$.02 - \$.06 per bag and occasionally uses a large paper bag for \$.10 so the reusable bag probably cost significantly more. Board member Hannon recommended that we look at recouping the cost of inspections for investigating violations. He also suggested revisiting the definition of the description of the plastic bag.

Allison Chan, Save the Bay, commented that Save the Bay supports option 2 to expand to all retail including restaurants. She additionally encouraged staff to consult with merchant associations.

Board member Wengraf made a motion to adopt option 2b which includes expansion to all retail stores and restaurants with a phase-in approach for restaurants (timeframe to be determined). Board member Cutter seconded the motion.

Staff clarified that staff will come back to the Board in March 2016 with draft ordinance language to consider. Board members will then have from April-July to discuss with their respective governing board and city council members. Staff will continue to do leg work until the 1<sup>st</sup> and 2<sup>nd</sup> readings of the Ordinance (September and October) and implementation of the ordinance would not occur until April 2017. Board member Chan stated that the requirements for the stormwater compliance with restaurants are already challenging so additional expansion could pose further challenges. Additionally, there was scant participation at the regional meetings held so additional outreach to restaurants would be necessary, as well as an opt-out provision in the ordinance for member agencies. Board member Peltz commented with regard to a phase in process that staff indicated that it would be more efficient to do everything at once and it would cause less confusion with respect to who is eligible or not.

Board member Young stated that she has concerns regarding unintended consequences of the cities situated on the border that do not participate in the ordinance and recommended working on the State ordinance to create equity and not impose additional cost to businesses. However, she will support the

## DRAFT

ordinance with the provisions and caveats such as the phase-in process as well as other information from staff due diligence.

The WMA Board voted 18-0 (Pentin and Turner absent) in favor of the motion by Board member Wengraf to adopt option 2: to expand to all retail and restaurants, with a phase-in approach for restaurants (with a timeframe to be determined) and an opt out provision for member agencies. Board member Cutter seconded the motion.

### **4. 2016 Meeting Schedule (WMA, EC & RB) (Gary Wolff & Wendy Sommer) Action**

Adopt the Meeting Schedule for 2016.

Board member Sadoff made the motion to approve the 2016 Meeting Schedule for the WMA. Board member Rood seconded and the motion carried 18-0 (Pentin, and Turner absent).

Board member Rood made the motion to approve the 2016 Meeting Schedule for the Recycling Board. Board member Maass seconded and the motion carried 10-0 (Pentin absent).

### **5. Election of Officers for 2016 (RB only) (Wendy Sommer) Action**

Elect Officers for 2016.

Board member Stein made the motion to accept the nomination of Board member Martinez as the Second Vice President and WMA Appointee to the Recycling Board for 2016. Board member Jones seconded and the motion carried 10-0 (Pentin absent). Board member Maass made the motion to accept the slate of officers for 2016. Board member Alonzo seconded and the motion carried 10-0 (Pentin absent). The slate of officers for 2016 is as follows; Board member Rood, President, Board member Stein First Vice President, and Board member Martinez, Second Vice President.

### **6. Statement of Impact of Loss of SF Import Mitigation Revenue (WMA only) (Gary Wolff) Action**

Staff recommends that the Waste Management Authority Board adopt the attached Resolution.

Gary Wolff provided an overview of the staff report. The report is available here: [Statement of Impact-12-16-15](#)

Board member Peltz was asked to remove himself from the table during the discussion to remove any appearance of conflict of interest although the Recycling Board is not required to vote on the item.

Board member Kalb inquired as to why the Board is being asked to provide a resolution if the statement is informational. Mr. Wolff replied that a Board resolution is not necessary and he as Executive Director could have issued a declaration but he will not be here in the future. Mr. Wolff stated that he and Wendy Sommer consulted with Authority Counsel and he indicated that a resolution will serve the purpose. Board member Hannon inquired if there is pending litigation will the resolution support the case. Mr. Wolff stated no, the resolution does not take a position on any pending litigation. It is primarily a statement of fact.

Board member Cutter made the motion to approve the resolution. Board member Ellis seconded and the motion carried 16-0 (Carson, Pentin, and Turner absent).

### **7. Interim appointment(s) to the Recycling Board for WMA appointee unable to attend future Board Meeting(s) (WMA only) Action**

(P&O and Recycling Board meeting, January 14, 2016 at 4:00 pm – StopWaste Offices, 1537 Webster Street, Oakland, CA)

There were no requests for interim appointments.

### **VII. COMMUNICATION/MEMBER COMMENTS (WMA, EC & RB) Information**

- ♦ Acknowledgement of Outgoing Members and Officers
- ♦ Special Presentation - 25 Years of Measure D

## **DRAFT**

Gary Wolff presented recycled glass content gifts to Board members in recognition of the following contributions and services to the Board:

Board member O'Donnell for his service as President of the Recycling Board for 2015.

Board member Cutter on her last day as the WMA representative for the City of San Leandro.

Board members Freitas and Carson (in their absence) for their continuous service on the Board and support when Mr. Wolff was hired as Executive Director in 2008.

Ruth Abbe provided a special PowerPoint presentation on 25 Years of Measure D. The presentation is available here: [Measure D 25](#)

### **VIII. ADJOURNMENT (WMA, EC & RB)**

The meeting adjourned at 4:50 p.m.



## 2015 - ALAMEDA COUNTY RECYCLING BOARD ATTENDANCE

	J	F	M	A	M	J	J	A	S	O	N	D
REGULAR MEMBERS												
A. Alonzo	X	X	X	X	X	X	X	X	X	X	X	X
L. Ellis	X	X	A	X	X	A	A					
G. Jones	X	X	X	X	X	X	X	X	X	I	X	X
B. Larrabe										X	X	X
P. Maass	X	X	X	X	X	X	A	X	X	X	X	X
D. Martinez								X	X	A	X	X
D. O'Donnell	X	X	X	X	X	X	X	X	X	X	X	X
M. Peltz	X	X	X	A	X	X	X	X	X	X	A	X
J. Pentin	X	X	I	X	X	X	X	I	X	I	I	A
T. Rood	X	X	X	X	X	X	X	X	X	X	I	X
S. Sherman	X	X	X	X	A	X	X	X	X	I	X	X
T. Stein	X	A	X	X	X	X	X	X	X	X	X	X
M. Tao	X	A	X	X	X	A	X					
INTERIM APPOINTEES												
D. Biddle			X					X		X	X	
S. Young										X	X	
M. Southworth										X		

Measure D: Subsection 64.130, F: Recycling Board members shall attend at least three fourths (3/4) of the regular meetings within a given calendar year. At such time, as a member has been absent from more than one fourth (1/4) of the regular meetings in a calendar year, or from two (2) consecutive such meetings, her or his seat on the Recycling Board shall be considered vacant.

X=Attended

A=Absent

I=Absent - Interim Appointed

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**DATE:** January 14, 2016  
**TO:** Recycling Board  
**FROM:** Wendy Sommer, Executive Director  
**SUBJECT:** Written Reports of Ex Parte Communications

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**BACKGROUND**

Section 64.130 (Q)(1)(b) of the Alameda County Charter requires that full written disclosure of ex parte communications be entered in the Recycling Board's official record. At the June 19, 1991 meeting of the Recycling Board, the Board approved the recommendation of Legal Counsel that such reports be placed on the consent calendar as a way of entering them into the Board's official record. The Board at that time also requested that staff develop a standard form for the reporting of such communications. A standard form for the reporting of ex parte communications has since been developed and distributed to Board members.

At the December 9, 1999 meeting of the Recycling Board, the Board adopted the following language:

*Ex parte communication report forms should be submitted only for ex parte communications that are made after the matter has been put on the Recycling Board's agenda, giving as much public notice as possible.*

Per the previously adopted policy, all such reports received will be placed on the consent calendar of the next regularly scheduled Recycling Board meeting.

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**DATE:** January 14, 2016

**TO:** Recycling Board

**FROM:** Wendy Sommer, Executive Director

**BY:** Meri Soll, Senior Program Manager

**SUBJECT:** Creative Growth - Non Profit Update

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### **SUMMARY**

The Board has requested periodic status reports on grant recipients. At the January 14, 2016 meeting, Creative Growth will provide an update and brief presentation to the Recycling Board on the reuse and waste reduction activities they have been engaged in as a result of receiving grant funding from StopWaste.

### **DISCUSSION**

The Recycling Board has awarded grants through the Grants to Nonprofits program for the past 19 years via an open request-for-proposal process. In that time, the Recycling Board has awarded approximately \$7.5 million dollars in grant funding from the Competitive and Reuse grants program.

In 2013, Creative Growth applied for and received a \$10,000 grant to produce 500 reusable cloth bags. Creative Growth Art Center in Oakland serves adult artists with developmental, mental and physical disabilities, providing a professional studio environment for artistic development, gallery exhibition and representation and a social atmosphere among peers. Working with their artists and reusable materials, Creative Growth was able to create 500 unique, reusable bags. This project provided a blank canvas for their artists to express visionary iconography and design. Marking the completion of the yearlong project, the bags were part of an exhibition entitled *Carry On*, which featured the 500 one-of-a-kind tote bags. Each bag was made from 90 percent re-used or recycled materials.

A recent [New York Times Magazine article](#) highlighted the important and prolific work done by Creative Growth. Matt Dostal of Creative Growth will attend the Board meeting to present an overview of grant activities and outcomes. This project was their first time receiving grant funds from StopWaste.

### **RECOMMENDATION**

This item is for information only.

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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

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## 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:**
  - 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;
  - Establish durable, economically sustainable markets for discarded materials that are recovered; and
  - 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

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## 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.

**To: Board Members**

**From: Meri Soll, Senior Program Manager**

In 2015, StopWaste provided a \$5,000 mini grant to Reusable Solutions Group/Bagito, LLC (RSG) to assist thredUp with a pilot project to implement a two way reusable mailer bag to replace the single use plastic bags currently utilized to ship/receive clothing. RSG has developed and tested the two-way reusable bags and will provide thredUp with 5,000 two-way reusable bags as well as technical support to thredUp to allow for a seamless integration pilot. Thredup will consider use of a reusable solution to replace their historical single-use option after pilot activities have concluded.

# ENTREPRENEURS



For a video interview with the entrepreneurs spotlighted this week, please visit [SanFranciscoBusinessTimes.com/video](http://SanFranciscoBusinessTimes.com/video)



## James Reinhart

Founder/CEO,  
ThredUp

James Reinhart had a vision that too many consumer goods get bought, barely used, shelved and then eventually tossed because there aren't enough easy ways to buy and sell secondhand quality items. While consignment and thrift shopping is not new, there wasn't an online service that had cornered the market in an accessible way. But it wasn't an easy sell to investors. Reinhart recounts that more than two dozen investors passed on ThredUp before he got to yes.

What made you think you could build a company around secondhand goods? I spent a lot of time asking everyone how much of their closet contents they actually wear. No one said more than 50 percent. The second part was asking what people would do with that unused portion and most said give it away or throw it away. At the same time, these people said that doing that makes them feel bad. So I wanted to find a way to create value there while also ensuring less waste.

#### What was the hardest part of building the company?

In the early days, I would look at the Google Analytics and see only 112 were on the site yesterday. That doesn't make you feel like you have a good Internet business. But that was part of the process. Entrepreneurs that hit so much success early on didn't get to really experience those trips and falls.

**What about shipping?** The companies that get shipping right, don't get enough credit. Shipping is such a hard part of a retail business. My co-founder says that his goal is to make the packaging disappear and give people such a lovely experience.

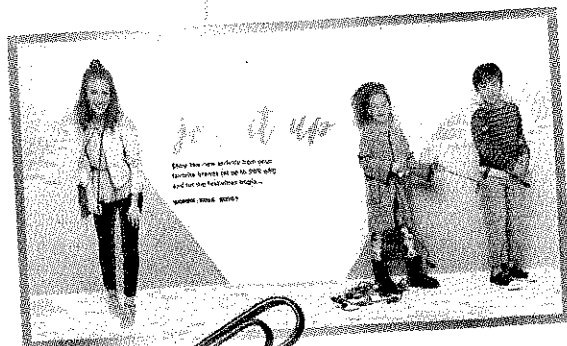
**Biggest surprise?** Early on I didn't know how big of an industry secondhand, thrift, consignment really was. I had no idea that Goodwill was a

## THE REINHART FILE

**Company:** ThredUp

**CEO and co-founder:** James Reinhart

**HQ:** San Francisco



**Employees:** Eighty employees in S.F. and 550 in total, with operations in San Leandro and Mechanicsburg, Pa.

**What it does:** Online secondhand apparel marketplace

**Founded:** 2009

**Funding:** \$131 million

**Growth:** Close to 300 percent revenue

growth this year. They take a percentage of the selling price of items

**Hiring:** Plan to hire 1,000 in the next year

**Co-founders:** Chris Homer (CTO) and Oliver Lubin (CCO)

\$3 billion business.

**What is the ultimate company goal?** Our mission is to inspire a new generation of consumers to think secondhand first.

**What trend gets you excited?** The Internet of Things space is going to get really big over the next 10 years and I see a large opportunity for a secondhand component to that space.

**What do you do with items you get that aren't**

sellable? Everything gets recycled. Part of our mission is that nothing ends up in a landfill.

**How do you build trust with consumers?** It is something you build over time. We try to give people all the details we can to create that transparency.

**What's next?** We just rebuilt the front-end shopping experience so we are watching the response on that. We will be opening new distribution centers in the next six months. One center will be just outside of Chicago and one outside of Atlanta. That is a lot going on for us.

**Companies that inspire you?** I love Netflix. They are in their third act of reinventing themselves and look at how to give more value to their consumer.

**Pastimes?** I have three children. I spend a lot of time with them.

**First job?** I started mowing lawns as a kid. But then I realized it was not a good use of my time because I could pay my friend Tom down the street to mow the lawns and I could charge a fee on top of that.

**What's up with the Polka dots?** I try to wear something polka dotted every day. We just had our first polka dot day in the office since our brand symbol is the polka dot.

— Krystal Peak, [kpeak@bizjournals.com](mailto:kpeak@bizjournals.com)

**BANKING & FINANCE**

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# San Jose to consider larger trash cans to fix recycling troubles

By Ramona Giwargis [rgiwargis@mercurynews.com](mailto:rgiwargis@mercurynews.com)

Posted: 12/13/15, 7:32 PM PST | Updated: 2 days ago

SAN JOSE -- Some residents could start seeing larger trash bins at the curb early next year, the latest push from City Hall to reduce the tons of garbage being incorrectly stuffed in recycling bins.

It's one of many steps city leaders are proposing to help reverse a slump in recycling rates among homeowners and reduce contamination. The City Council will consider the ideas next month.

The city's Recycle Plus curbside collection program recently came under fire after a city audit uncovered some alarming trends: Recycling rates among single-family homes dropped from 36 percent in 2008 to 27 percent in 2014, not an encouraging trend for a city with a "zero waste" goal of 100 percent landfill diversion by 2022.

And the city's main hauler reported that nearly 40 percent of the stuff homeowners dump in their recycle bins is worthless garbage, resulting in financial losses for the company.

San Jose contracts with two haulers, California Waste Solutions and GreenTeam, to pick up, sort and sell the recyclables it collects from residents. CWS, which serves more than 70 percent of the city, said common examples of garbage found in recycle bins include greasy pizza boxes, dirty Chinese-food takeout boxes, aluminum pans with leftover food or cans half-full with beans or tuna. More egregious items dumped in the recycle bins are diapers, batteries, dead animals, needles, even human waste.

"We are finding more of the unacceptable items and garbage in the carts," said Joel Corona, the company's chief operating officer.

City officials who oversee the Recycle Plus program questioned whether contamination rates were as high as 40 percent, citing a 2008 study that found about 25 percent of the material homeowners put in recycle bins to be garbage. But the city and recyclers agreed to a new waste study to better understand what's really happening at the curb. The city hadn't analyzed its program since 2008.

The new city study found contamination rates as high as 40 percent in some areas, though it varied to as little as 32 percent in other places. Despite the reported increase from 2008, city leaders denied contamination is rising and cited a change in how recycled paper is handled. Corona says his company doesn't agree and will analyze the new numbers.

Kerrie Romanow, the city's environmental services director, is recommending bigger trash cans for some homes to see if it reduces the amount of trash residents dump in their recycling cart. It's unclear how many homes would get the bigger bins or which neighborhoods.

Romanow also said a portion of the contaminated material can be composted instead of going to the landfill. She recommends CWS transfer those items to another hauler to sort and process. But this is a sticking point for the company, which has served San Jose since the early 2000s. "CWS believes we can do most of that ourselves," Corona said.

GreenTeam officials say their company isn't experiencing a problem with recycling contamination. They've met contractual recycling goals and haven't been fined by the city.

The study also shows the amount of recycled materials in San Jose has gone down, meaning more people are reusing items more often or not using recyclable things -- like newspapers -- as much as before. But the city is still considering stepping up enforcement -- including fines -- for those that ignore the rules and keep dumping the wrong stuff in recycle bins.

Since 2013, CWS has issued about 4,000 "non-collection notices" per month because of carts filled with non-recyclable junk. The city sends warning letters to repeat offenders, but has never issued a fine because Romanow said the city needs proof of the violation, such as pictures.

CWS said in 2015 they couldn't sell 40 percent of the materials they collect. More than half of that consists of things like compostable organics, including food-soiled paper like pizza boxes, composite glass, household hazardous waste and medical waste.

The haulers are fined when they don't meet recycling goals set by their contract. CWS did not meet its goals from 2011 to 2014, resulting in nearly \$900,000 in fines, and another \$560,000 in 2015. Romanow supports waiving those fines because of the drop in recyclables.

Other ideas being floated by city officials:

City officials will report the costs of the proposed changes at a City Council meeting in February.

Follow Ramona Giwargis at [or contact her at 408-920-5705](https://www.facebook.com/ramonagiwargis).

## **Good COP/Bad COP? How business fared in the Paris Agreement**

Joel Makower

Monday, December 14, 2015 - 3:11am GreenBiz

It is, by any measure, historic: 195 countries agreeing, for the first time, to a plan to combat climate change. And while the Paris Agreement, as it's come to be called, will be dissected and discussed every way imaginable over the coming days, weeks and months, it represents a key shift in the climate movement: a global consensus that something significant needs to be done, and a pathway to do it.

Most analyses undoubtedly will fall into three buckets, a classic bell curve of assessment: a relatively small percentage at either end will advocate that the accord is, variously, an overwhelming success or a dismal failure. Each side will come armed with forceful opinions and compelling statistics — that what was created in Paris puts the world on a solid trajectory toward addressing climate change, or that the substance of the agreement is too little, too late.

Some climate activists and scientists have decried the agreement as everything from a fraud to somewhere between 'dangerous and deadly.'

In the first 24 hours since France's Foreign Minister Laurent Fabius made the agreement official, there was plenty of both. Leading organizations — Sierra Club, World Resources Institute, Environmental Defense Fund, Ceres, We Mean Business, WWF, The Climate Group and countless others — issued statements declaring some version of victory. So did scores of heads of state.

At the same time, some climate activists and scientists have decried the agreement as everything from a fraud to somewhere between "dangerous and deadly," in the words of one NGO critic. As noted climate scientist James Hansen described the Paris Agreement: "There is no action, just promises."

### **Much-needed guideposts**

In the big, fat middle of the bell curve are the rest of us — including nearly every company that has been paying attention — who long had anticipated that whatever came out of Paris would be necessary but insufficient, an exercise that would set some much-needed guideposts for action but likely would be inadequate to address the problem at the scale, speed and scope demanded to fend off severe climate-related impacts. These are the companies that, by and large, are looking to get by, reducing their climate impacts without breaking the bank.

It's too late for some of that: Some of those severe impacts are upon us and will worsen, even if the Paris Agreement is ultimately fulfilled in both letter and spirit.

So, how did business fare in all this? Not bad, considering.

Some in the private sector or their institutional proxies declared victory even before any of us arrived in the French capital, citing the robust number of company and industry commitments made to ramp up renewable energy use and reduce greenhouse gas emissions.

For the first time in climate-negotiation history, the largest organizations representing big business were aligned, collaborating and focused on meaningful change. Many of the world's largest financial institutions had committed to ambitious investment and lending targets, as we've reported [here](#), [here](#) and [here](#), for example. More than \$3 trillion in funds were on their way to being divested from fossil fuels. Renewable-energy technologies were maturing and becoming globally competitive. Companies were combing their supply chains for opportunities to wring out greenhouse gas emissions from everything from agriculture to apparel to automobiles. Everyone from entrepreneurs to governments to civil-society organizations were chipping in, if not collaborating.

(GreenBiz managing editor Elsa Wenzel put together a [terrific summary](#) of many corporate and institutional commitments.)

Some in the private sector or their institutional proxies declared victory even before any of us arrived in the French capital.

So, the argument went, whatever happened in Paris wouldn't change that much. The business world was already on a glide path to a low-carbon economy.

It was a nice sound bite — especially in the event that no multilateral agreement emerged from COP21 — and it is substantively true. But it lacked the authority of a global consensus, even one that, like the Paris Agreement, isn't legally binding.

### **Ready, willing and able**

All of those ingredients were indisputable keys to the ultimate success in Paris. You could see it coming in the days leading up to Saturday's grand finale. The conversation at more than a dozen conferences, receptions, dinners and small-group events I attended last week were rife with references to "market signals," "stranded assets," "low-carbon technologies," "decarbonization," "reforestation" and other words and terms that represent, directly or indirectly, unprecedented business engagement and the recognition of the hard work — and the opportunities — ahead.

There was little doubt that the global business community was ready, willing and able to move forward with an ambitious agenda. I heard practically no references to "job-killing regulations," "extreme leftists wealth transfers" or "climate alarmists," the currency of a small handful of practiced communicators seeking to sow confusion and undermine the need to take action. From what I could tell, if they were in Paris (and they were), they were talking largely to themselves. They utterly failed to do undermine anything.

I heard practically no references to 'job-killing regulations,' 'wealth transfers' or 'climate alarmists,' the currency of a small handful of practiced communicators seeking to sow confusion and doubt about the need to take climate action.

The corporate leadership crowd was well represented. There were the usual visionary business voices — Paul Polman, Richard Branson, Elon Musk and Ted Turner were ubiquitous, as they always are at these events — but also some newbies.

For example, at the World Business Council on Sustainable Development Member Council, where I moderated several mainstage panels, I had the opportunity to interview John A. Bryant, chairman and CEO of Kellogg Company, a global food giant that hadn't been heard from much on climate change until recently. So, too, Eric Olsen, CEO of LafargeHolcim, the global cement giant. They were among the hundreds of corporate chieftains who descended on Paris to make their voices heard.

None of these business leaders were advocating to slow things down. Indeed, they were focused on how to decarbonize their supply chains, improve lives in developing countries in a way that created new markets without increasing greenhouse gas emissions, and ramping up new, low-carbon technologies and techniques. Some were calling for carbon taxes. Most saw new business opportunities emerging from the market signals that a strong Paris Agreement could send.

The mainstream media seems stunningly blind about all of this. Here, in its entirety, is how the New York Times summarized over the weekend what the climate deal means for business:

The ambitious targets included in Saturday's deal for limiting the rise in global temperatures may help companies involved in renewable energy and energy efficiency by expanding their markets. Setting a high bar may also make the energy industry attractive for innovators and venture capitalists, increasing the chances of sweeping shifts in what has been a conservative business. The agreement may make life difficult for some of the incumbent companies like electric utilities and coal producers, whose product emits high levels of carbon dioxide.

All of this is no doubt true, but it's naïve, to say the least. It's not just energy, stupid. The *Times'* summary omits many of the biggest transformational business opportunities already in progress: the move to vehicle electrification, car sharing and autonomous transportation; the ability of the Internet of Things to engender radical efficiencies in the use of energy, water and other resources in buildings, transportation systems, logistics, cities and more; advanced agricultural techniques that minimize inputs and sequester carbon, now being implemented by some of the world's biggest food and ag companies; the emerging circular economy, with its capability to dramatically reduce material throughput while re-localizing commerce; the advanced materials revolution, and much more.

All of these technologies and trends are destined to accelerate post-Paris.

This is the promise of COP21. And it was part of hundreds of conversations, involving the world's biggest companies as well as many of the most promising startups and disruptive technology companies.

### **A giant, global bubble?**

To be sure, there was a nagging feeling that all of this positive and promising talk represented a giant, global bubble — albeit a 40,000-person bubble — an echo chamber of the good guys preening their sustainability cred, and maybe a few others coming along for the ride. One could easily have left Paris with a sense that the private sector is all in. Clearly that's not the case.

And there were glacier-sized holes in the final agreement. The impacts of shipping and aviation, for example, were omitted. Shipping alone represents roughly the carbon emissions of Germany, according to the Carbon War Room, and are on a course to increase by as much as 250 percent by mid-century.

There were serious concerns about the exclusion of the rights of indigenous peoples, the lack of finance for loss and damage caused by climate-related calamities, and the fact that the emissions-reduction commitments made by countries still add up to well over 3 degrees of planetary warming, more than twice the 1.5 degree aspiration stated in the final agreement.

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Clearly, there's much more work to be done.

For the private sector, there's a need to look beyond their value chains to the larger systems in which they're operating. To achieve the ambitious goals companies and countries have set for themselves — to live up to the promise of warding off climate change's worst impacts — will require rethinking systems. That includes the consumption model that has become the expectation of any self-respecting developing economy.

It also means rethinking the purpose of business: to make money or serve society?

Many companies present in Paris would no doubt rush to say that both are possible. But there's a lot of change yet to happen, and little time to do it, to prove that all these business leaders truly intend to be the change they wish to see in the world.

## POLLUTION

# Unhealthy Fiber in Bay Diet

Millions of tiny pieces of plastic, each less than five millimeters wide, are flowing into San Francisco Bay each day. This minute debris — known as microplastic — is a growing environmental concern for water bodies worldwide as it evades filtration and mimics food consumed by wildlife.

Now, a recent study found that San Francisco Bay has a higher concentration of microplastic pollution than the handful of other major U.S. water bodies that have been studied, including the Great Lakes and Chesapeake Bay.

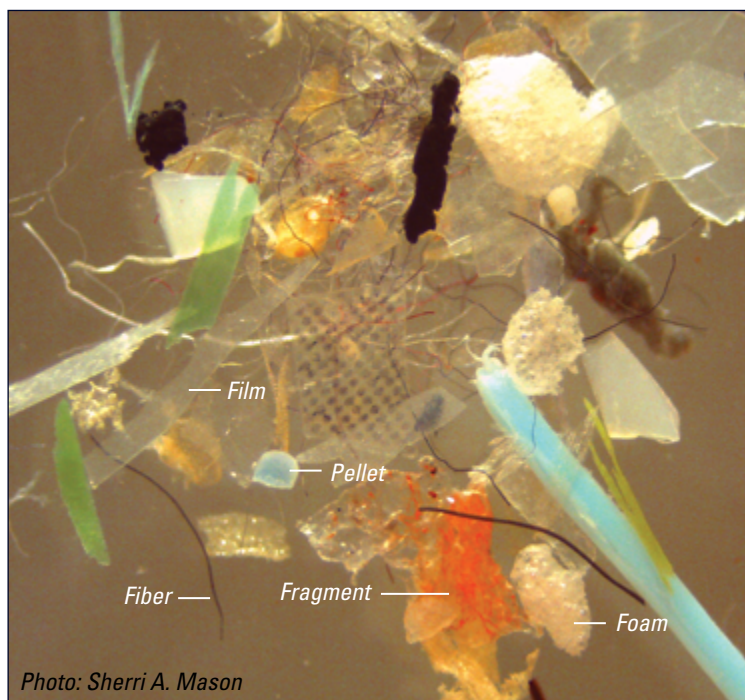


Photo: Sherri A. Mason

"The levels that we found surprised me," says Dr. Rebecca Sutton, a senior scientist with the San Francisco Estuary Institute, who headed up the study. "I did expect to find microplastics, but I didn't expect that our levels would be a lot higher than in other regions."

The reasons for this likely include high population density and the relative size of the Bay, Sutton said.

Microplastic pollution has myriad sources, from tiny beads added to beauty products to the breakdown of

larger debris such as plastic bags or Styrofoam. A new California state law will ban the use of cosmetic microbeads starting in 2020, but for now they are still being used in a broad array of products including face wash, toothpaste, and nail polish.

The study tested water from nine sites in the Bay, discharge from eight different wastewater treatment plants, and the stomach contents of nine small fish. Microplastics were found in all samples.

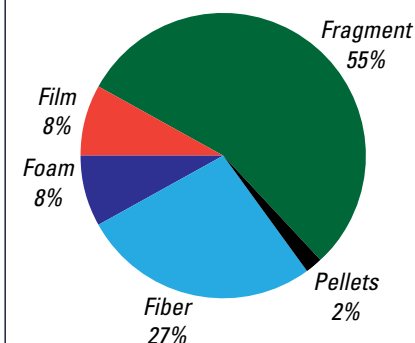
"We were shocked by the results," says Karin North, Watershed Protection Manager at City of Palo Alto, which operates one of the treatment plants sampled in the study. "We have one of the more sophisticated plants in the Bay Area and it's disheartening that we can't remove it."

But retrofitting treatment plants to provide microfiltration or reverse osmosis that would successfully remove microplastics from the waste stream would be prohibitively expensive.

"Upgrading the plants would cost taxpayers billions—multiple billions—of dollars," North says.

Fibers were the single most common type of microplastic found in the treatment plant discharge. These are often created by laundering synthetic fabrics such as polyester or acrylic, among other sources, North said. The tiny, fine hairs break off, get flushed into the treatment plant, and are so small that they slip straight through the filters and into the Bay.

## MICROPLASTIC PARTICLES IN BAY SURFACE WATER



Source: SFEI

"We already had microbeads on the radar. But the fiber aspect is something new," North says. "They are so tiny that you can barely see them with the naked eye."

Microplastics of all sorts are worrying because wildlife and other creatures can mistake the tiny particles for food; one study found that corals were starving due to microplastics consumption.

Additionally, microplastics have been found to preferentially absorb toxic pollutants such as pesticides, dioxins, flame retardants, and PCBs, Sutton says. She added that it is also possible that some of those contaminants could move up the food chain.

"Because they float, they tend to collect other chemical pollutants in the water," says Andria Ventura with the nonprofit Clean Water Action. "Those molecules actually glom onto the plastic so they become little poison pills."

Ultimately, the only way to keep microplastics out of waterways is to stop them from entering the waste stream in the first place, North says. While some sources, such as microbeads, can be managed through legislation, it would remain up to consumers to avoid others—such as polar fleece, plastic bags, or take-out containers.

"This is not waste that can be broken down. If you can remove it at the source it's always better than if you try to clean it up at the treatment plant," says North. "It's like going back to being a tree hugger—wearing natural fibers and not using plastics. That really is the message." **JC**

**CONTACT:** Dr. Rebecca Sutton, [rebeccas@sfei.org](mailto:rebeccas@sfei.org)

**FACT SHEET:**  
[sfei.org/microplasticfacts](http://sfei.org/microplasticfacts)