

WMA, P&O/RB Board and Energy Council (EC) Members

Pauline Cutter, **WMA 1st Vice President & EC President**

San Leandro, WMA, EC

Jerry Pentin, **WMA 2nd Vice President**

Pleasanton, WMA, RB

Dan Kalb, **EC 1st Vice President**

Oakland, WMA, EC

Greg Jones, Hayward, **EC 2nd Vice President**

WMA, EC, RB

Daniel O'Donnell, **RB President**

Environmental Organization, RB

Tim Rood, **RB 1st Vice President**

Piedmont, WMA, EC, RB

Toni Stein, **RB 2nd Vice President**

Environmental Educator, RB

Keith Carson, Alameda County, WMA, EC

City of Alameda, WMA, EC

Peter Maass, Albany, WMA, EC, RB

Susan Wengraf, Berkeley, WMA, EC

Dave Sadoff, Castro Valley Sanitary District, WMA

Don Biddle, Dublin, WMA, EC

Dianne Martinez, Emeryville, WMA, EC

Suzanne Lee Chan, Fremont, WMA, EC

Laureen Turner, Livermore, WMA

Luis Freitas, Newark, WMA, EC

Shelia Young, Oro Loma Sanitary District, WMA

Lorin Ellis, Union City, WMA, EC, RB

Adan Alonzo, Recycling Programs, RB

Michael Peltz, Solid Waste Industry Representative, RB

Steve Sherman, Source Reduction Specialist, RB

Minna Tao, Recycling Materials Processing Industry, RB

**AMENDED
AGENDA**

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

THE ENERGY COUNCIL (EC)

Wednesday, January 28, 2015

3:00 P.M.

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

Via Teleconference:

**Steve Sherman
1400 J Street
Sacramento, CA 95814
510-773-2776**

**Michael Peltz
Arizona Biltmore
2400 E. Missouri Ave. , Rm. 1200
Phoenix, AZ 85016
602-955-6600**

Meeting is wheelchair accessible. Sign language interpreter may be available upon five (5) days notice by calling 510-891-6500. Members of the public wanting to add an item to a future agenda may contact 510-891-6500.

I. CALL TO ORDER (WMA, EC & RB)

II. ROLL CALL (WMA, EC, & RB)

III. ANNOUNCEMENTS BY THE PRESIDENTS - Welcome new Board Members

(Members are asked to please advise the boards or the council if you might need to leave before action items are completed)

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

- | | | |
|----|---|--------------------|
| 1 | 1. Approval of the Draft Minutes of November 19, 2014
(WMA & EC-Separate Votes) (Gary Wolff) | Action |
| 7 | 2. Prop 84 Integrated Regional Water Management Grant, Round 2
Resolution to Accept Grant (WMA only) (Gary Wolff, Teresa Eade & Karen Kho)
Adopt the Resolution attached. | Action |
| 11 | 3. Approval of the Draft Minutes of December 11, 2014
(RB only) (Gary Wolff & Wendy Sommer) | Action |
| 15 | 4. Recycling Board Attendance Record (RB only) (Gary Wolff & Wendy Sommer)
This item is for information only. | Information |
| 17 | 5. Written Report of Ex Parte Communications (RB only) (Gary Wolff & Wendy Sommer)
This item is for information only. | Information |

19	6. Minutes of the December 16, 2014 Technical Advisory Group (TAG) (EC only) (Gary Wolff & Wendy Sommer) This item is for information only.	Information
	V. OPEN PUBLIC DISCUSSION (WMA, EC & RB) An opportunity is provided for any member of the public wishing to speak on any matter within the jurisdiction of the boards or council, but not listed on the agenda. Total time limit of 30 minutes with each speaker limited to three minutes.	
	VI. REGULAR CALENDAR (WMA, EC & RB)	
21	1. Change in Officers for Fiscal Year 2014-2015 (WMA only) (Gary Wolff) Staff recommends that the Authority Board ‘advance’ Board members Cutter and Pentin to the positions of President and First Vice President, and elect a Second Vice President from North County.	Action
	2. Interim appointment(s) to the Recycling Board for WMA appointee unable to attend future Board Meeting(s) (WMA only) (P&O and Recycling Board meeting, February 12th at 4:00 pm - StopWaste Offices, 1537 Webster Street, Oakland, CA)	Action
23	3. Countywide Integrated Waste Management Plan Factual Changes (RB only) (Gary Wolff, Wendy Sommer & Debra Kaufman) Staff recommends that the Recycling Board review the proposed changes to the CoIWMP, and the 5-year review report, and provide comments (if any).	Action
25	4. Overview of our Agency: Past, Present, Future (WMA, EC & RB) (Gary Wolff) This item is for information only.	Information
	VII. COMMUNICATIONS/MEMBER COMMENTS (WMA, EC & RB)	Information
	VIII. ADJOURNMENT (WMA, EC & RB)	

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**MINUTES OF THE MEETING OF THE
ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY (WMA)
AND
THE ENERGY COUNCIL (EC)**

Wednesday, November 19, 2014

3:00 p.m.

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

I. CALL TO ORDER

President West, WMA, called the meeting to order at 3:05 p.m.

II. ROLL CALL

WMA & EC

City of Alameda	Lena Tam
City of Albany	Peter Maass
City of Berkeley	Gordon Wozniak
Castro Valley Sanitary District	Dave Sadoff
City of Dublin	Don Biddle
City of Emeryville	Jennifer West
City of Hayward	Greg Jones
City of Livermore	Laureen Turner
City of Newark	Luis Freitas
City of Oakland	Dan Kalb (arrive 3:10 p.m.)
City of Piedmont	Tim Rood
City of Pleasanton	Jerry Pentin
City of San Leandro	Pauline Cutter
City of Union City	Lorin Ellis (arrive 3:30 p.m.)

Absent:

County of Alameda	Keith Carson
City of Fremont	Anu Natarajan
Oro Loma Sanitary District	Laython Landis

Staff Participating:

Gary Wolff, Executive Director
Debra Kaufman, Senior Program Manager
Karen Kho, Senior Program Manager
Richard Taylor, Counsel, Authority Board
Arliss Dunn, Clerk of the Board

III. ANNOUNCEMENTS BY THE PRESIDENTS

Mr. Wolff announced a few agenda planning items. The December WMA and Programs and Administration meetings will be canceled. The December 11th Recycling Board meeting will be held as scheduled. The January 2015 Programs and Administration Committee and Recycling Board meetings will be canceled in lieu of a joint meeting of the WMA/EC and Recycling Board on January 28, 2015. Build it Green will be hosting its annual Big Bash on December 3, 2014 at Preservation Park. As a sponsor of the event, StopWaste has free tickets available

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for any Board member that would like to attend. Agenda Item #7 will not only include Board member acknowledgements but a short visual presentation as well.

IV. CONSENT CALENDAR (WMA, EC)

- | | | |
|----|--|--------------------|
| 1. | Approval of the Draft Minutes of October 22, 2014
(WMA & EC-Separate Votes) (Gary Wolff & Wendy Sommer) | Action |
| 2. | Minutes of the October 21, 2014 Technical Advisory Group (TAG)
(EC only) (Gary Wolff & Wendy Sommer) | Information |
| 3. | Grants Under \$50,000 (WMA only) (Gary Wolff & Wendy Sommer) | Information |

Board member Sadoff made the motion to approve the Consent Calendar for the WMA Board. Board member Turner seconded and the motion carried 11--0-1 (Carson, Ellis, Kalb, Landis, and Natarajan absent) (Tam abstained).

Board member Wozniak made the motion to approve the Consent Calendar for the Energy Council. Board member Cutter seconded and the motion carried 10-0 (Carson, Ellis, Kalb and Natarajan absent).

V. OPEN PUBLIC DISCUSSION (WMA & EC)

There was none.

VI. REGULAR CALENDAR (WMA & EC)

- | | | |
|----|--|---------------|
| 1. | Emergency Authorization Related to the "15 Mile Rule" (WMA only) (Gary Wolff) | Action |
| | Adopt the Resolution attached. | |

Mr. Wolff provided an overview of the staff report. There are two corrections in the staff report, page 14 last bulleted item, date should state December 31, 2015, and page 17, last bulleted item, date should state December 31, 2015. The report is available here:

<http://www.stopwaste.org/sites/default/files/meeting/15%20mile%20rule%20memo.pdf>

Board member Tam stated that City staff questioned whether the temporary action is necessary. Tam inquired if the Canyonlands are considered agricultural land under State rule. Mr. Wolff stated the matter before the Board is unrelated to zoning of agricultural land. The matter before the Board is relevant to a policy in the COIWMP concerning hauling by garbage collection vehicles to landfills. Board member Tam stated City Staff stated that there is already existing language that the Air Resources Board has with respect to these vehicles and therefore no requirement to do something separately. Mr. Wolff stated that under the plan the Authority Board would need to determine if they agree with the Air Resources Board definition. Mr. Taylor stated that he has not researched the Air Resources Board language and cautions that he would not want the language so limited that it meets one clean air standard but limits the types of vehicles that the Authority would find acceptable. Mr. Taylor recommends revising Item #2 of the resolution to state, "Define clean air vehicles in accordance with regulations adopted by the California Air Resources Board or the Bay Area Air Quality Management District" and keeps the remainder of the sentence. Board member Turner recommended keeping the language as written in the staff report and not place limitations on the Executive Director's authority. Board member Sadoff agreed with Board member Turner and added he is unsure if Waste Management's current fleet of trucks is compliant and may create an adverse situation to the 280+ accounts within the Canyonlands. Board member Tam inquired about the definition of clean air vehicles. Mr. Wolff stated we don't have a definition and he is asking the Board to authorize him to temporarily make that determination with respect to the issue of conformance. Board member Rood agreed that we should keep the existing wording in the staff report as it provides the greatest flexibility. In reviewing the CARB website, there are requirements for diesel trucks and buses which apply to all vehicle classes depending on the model year and it doesn't appear that they are defining any clean air vehicles so much as setting standards for diesel vehicles that apply to all vehicles according to the model year. Board member Rood recommends not tying our definition to that definition.

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Board member Wozniak made the motion to approve the staff recommendation with the corrections to the dates noted above. Board member Pentin seconded and the motion carried 14-1 (Carson, Ellis, Landis and Natarajan absent) (Tam, voted no).

2. Legislative, Regulatory, and Policy Priorities for 2015-16 (WMA only) Action
(Gary Wolff, Wendy Sommer, Debra Kaufman & Wes Sullens)

Staff recommends that the Boards confirm the three legislative/regulatory priorities identified in the staff report for the upcoming legislative session.

Debra Kaufman provided an overview of the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/leg%20priorities%20wma%202015.pdf>.

Board member Biddle inquired if the legislation on State reporting would impact revenues. Ms. Kaufman stated yes it can impact our revenues which is why it would be helpful to receive the most accurate information. Board member Kalb inquired if there is current legislation that requires new multi-family buildings to provide space for all types of collection. Ms. Kaufman stated the State requires new multi-family buildings provide adequate space for recycling but not for organics collection. Board member Kalb suggested that the Board draft a model sample ordinance for local jurisdictions, especially in light of Oakland's recent ordinance requiring organics collection for existing multi-family buildings starting in 2015. Board members West and Wozniak agreed that a model sample ordinance would be useful. Board member Ellis stated at minimum exploring guidelines and standards for new buildings would be useful but he does not support drafting a model sample ordinance at this point. Board member Pentin inquired if it is difficult for C&D to increase from 50-65%. Mr. Wolff stated there is a mixed reaction among contractors in different cities on whether or not this is achievable. Board member Biddle commented with respect to EPR legislation, that we are very far behind other Countries and it is very important with respect to our goals for recycling. Board member West concurred with Board member Biddle. Board member Kalb stated with respect to legislation, it would be very useful to reach out to other similar agencies that have a shared perspective. Mr. Wolff stated that have reached out to County, State and other agencies that have a shared interest, and will continue to do so.

Board member Cutter made the motion to approve the staff recommendation. Board member Sadoff seconded and the motion carried 16-0 (Carson, Natarajan, and Landis absent).

3. Prop 84 Drought Round Grant Acceptance - Resolution (WMA only) Action
(Gary Wolff, Wendy Sommer & Karen Kho)

Adopt the Resolution attached.

Karen Kho provided an overview of the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/meeting/Prop%2084%20Drought%20Grant%2011.13.14.pdf>

There were no questions or comments on this item. Board member Tam made the motion to approve the staff recommendation. Board member Wozniak seconded and the motion carried 16-0 (Carson, Landis and Natarajan absent).

4. 2015 BayREN Contract Authorization - Resolution (EC only) Action
(Gary Wolff, Wendy Sommer & Karen Kho)

Adopt the Resolution attached.

Karen Kho provided an overview of the staff report. The report is available here:

http://www.stopwaste.org/sites/default/files/meeting/2015%20BayREN%20Contract%20Auhtorization_0.pdf

There were no questions or comments on this item. Board member Freitas made the motion to approve the staff recommendation. Board member Rood seconded and the motion carried 13-0-1 (Carson and Natarajan absent) (Tam abstained).

5. Mid-Year Budget Adjustments (WMA & EC, separate votes) Action

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(Gary Wolff, Pat Cabrera & Gina Peters)

Staff recommends that the Authority Board at its November 19, 2014 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 November 19, 2014 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 11, 2014 adopt the proposed mid-year budget revisions as they pertain to Recycling Board operations and as outlined in the attached resolution (Attachment C).

Mr. Wolff provided an overview of the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/meeting/Mid%20year%20packet.pdf>

Board member Biddle asked for clarification about adequate staffing with respect to the added funds for HHW, BayREN and Bay-Friendly. Mr. Wolff stated there will be additional staffing requirements at the County HHW facility for HHW operation but no additional staffing here with respect to BayREN and Prop 84. We will instead utilize consultants when needed.

Board member Turner made the motion to approve the staff recommendation for the WMA Board. Board member Sadoff seconded and the motion carried 15-0 (Carson, Landis, Pentin, and Natarajan, absent).
(Board member Pentin was absent from the room for this item).

Board member Rood made the motion to approve the staff recommendation for the Energy Council. Board member Kalb seconded and the motion carried 14-0 (Carson and Natarajan absent).

6. WMA Vacancies on the Recycling Board (WMA only) (Gary Wolff)

Action

Make appointments to the Recycling Board.

Mr. Wolff provided an overview of the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/meeting/vacancies%20on%20the%20RB.pdf>

Board member Cutter nominated Board members Maass (Albany) and Rood (Piedmont) to serve on the Recycling Board. Board member Turner seconded and the motion carried 15-0 (Carson, Landis, Pentin, and Natarajan absent).

(Board member Pentin was absent from the room for this item).

7. Interim appointment(s) to the Recycling Board for WMA appointee unable to attend future Board Meeting(s) (WMA only) (Gary Wolff)

Action

(P&O and Recycling Board meeting, December 11th at 4:00 pm - StopWaste Offices, 1537 Webster St., Oakland, CA)

Board members Ellis and Pentin requested interim appointments for the P&O and RB meeting on December 11th. Board members Sadoff and Pentin volunteered to serve as interim appointments. Board member Freitas made the motion to approve the interim appointments. Board member Turner seconded and the motion carried 16-0 (Carson, Landis, and Natarajan absent).

8. 2015 Meeting Schedule (WMA & EC) (Gary Wolff & Wendy Sommer)

Action

Adopt the meeting schedule for 2015.

Mr. Wolff provided an overview of the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/meeting/vacancies%20on%20the%20RB.pdf>

The item requires WMA action only. Board member Ellis made motion to accept the staff recommendation. Board member Wozniak seconded and the motion carried 16-0 (Carson, Landis, and Natarajan absent).

9. Water-Energy Grant Application Authorization - Resolution (EC only)

Action

DRAFT

(Gary Wolff, Wendy Sommer & Karen Kho)

Adopt the Resolution attached.

Karen Kho provided an overview of the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/meeting/2014%20Water-Energy%20Grant%20Application.pdf>

There no questions or comments on this item. Board member Cutter made the motion to approve the staff recommendation. Board member Rood seconded and the motion carried 14-0 (Carson and Natarajan absent).

10. LEED-EB Certification of StopWaste Headquarters (WMA & EC)

Information

(Gary Wolff & Wes Sullens)

This item is for information only.

Mr. Wolff provided a summary of the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/meeting/LEED%20EB%202014.pdf>

Board member Sadoff inquired if there are similar gold and silver categories for O&M (Operations and Management). Mr. Wolff stated yes, the ratings are gold, silver, and platinum, and StopWaste is platinum. Board member Maass inquired why certification and not just LEED compliance, and is there a cost for certification. Mr. Wolff stated that we have been members of the US Greenbuilding Council for many years and they are partially supported by fees from certification and it demonstrates our support for others to become certified. Second we discovered last year that buildings with credible green labels are valued considerably more (about 9% more) in the marketplace.

The Board extended congratulations to staff on receiving LEED-EB Platinum.

VII. COMMUNICATIONS/MEMBER COMMENTS (WMA/EC)

Board member Cutter stated that she attended the Waste Management Open House & Recycling Event and learned that plastic utensils can be recycled if they are placed inside of a large recyclable box (e.g. washing powder box). Board member Wozniak announced that the City of Berkeley passed a building energy ordinance that requires all buildings have an energy audit. Large buildings must have an annual audit or show that they are energy star compliant; medium buildings must be audited every 5 years and single family every 10 years. Board member Kalb announced that the plastic bag manufacturers are gathering signatures to do a referendum in response to the passage of the Statewide plastic bag ban and encouraged Board members to make sure that the public is well informed as the signature gatherers are intentionally misleading the public. Mr. Wolff stated that he had worked with Board member Kalb to draft a statement countering the misinformation and encouraging the public to not sign the petition. The statement also includes a link to additional information about our ordinance. Board member Rood stated that he received a solicitation from a new Ad Hoc Save the State Bag Bill coalition soliciting elected officials support for the existing State bag ban. Board member Rood checked in with Mr. Wolff who informed him that the solicitation was created by Californians Against Waste.

Mr. Wolff acknowledged the service of outgoing Board members Lena Tam, Jennifer West and Gordon Wozniak presented each of them with a certificate of appreciation and a recycled content glass gift item. Mr. Wolff also showed a humorous powerpoint presentation highlighting some of the accomplishments during their tenure.

The presentation is available here:

<http://www.stopwaste.org/sites/default/files/Board%20member%20farewell%20Nov%202014.pdf>

Each of the outgoing Board members provided comments and expressions.

VIII. ADJOURNMENT (WMA/EC)

The meeting adjourned at 4:15 p.m.

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DATE: January 21, 2015

TO: Waste Management Authority Board

FROM: Gary Wolff, Executive Director

BY: Teresa Eade, Senior Program Manager
Karen Kho, Senior Program Manager

SUBJECT: Prop 84 Integrated Regional Water Management Grant, Round 2
Resolution to Accept Grant

BACKGROUND

StopWaste staff has participated in the Bay Area Integrated Regional Water Management (IRWM) group since 2011 to jointly apply for Proposition 84 grant funding. We've done that to leverage agency goals in compost & recycled mulch market development and sustainable landscapes by partnering with local water district's rebate and water conservation programs. The California Department of Water Resources (DWR) has awarded funding from Prop 84 in Rounds 1, 2 and 3 (Drought Round) to the Bay Area IRWM. StopWaste was awarded \$220,347 in a Round 1 grant which is expected to be completed in the current fiscal year. The Authority Board approved Grant Acceptance of the Drought Round (3) at their November, 2014 meeting allowing our agency to be the administrator for the regional conservation program, funding for a *Drought Resistant Soil and Garden Marketplace* project to be implemented by StopWaste.

DISCUSSION

On February 14, 2014 the Department of Water Resources issued a letter of commitment, funding the *San Francisco Bay Regional Water Enhancement Program* grant proposal for \$20,000,000 for 19 projects, involving 50 agencies within the Bay Area. This grant will be administered by ABAG. One of the 19 funded projects is the *Bay Area Regional Conservation and Education Project* which receives \$2,700,000 for 12 participating water agencies. StopWaste is a partner in the *Bay Area Regional Conservation and Education Project* and is funded for \$200,193 to provide 10 Bay-Friendly Landscape professional trainings and 20 home gardener training events and reach 20,000 consumers with messages about how to reduce water use in their yards and gardens through sheet mulching & other sustainable landscape practices. Agency staff will work with the Bay-Friendly Landscape & Garden Coalition to deliver these trainings Bay Area wide. This grant funding is already in the agency's approved budget as Project 1152, *Water Efficient Landscape Proposition 84 Round II DWR Project Report*, however, approval to receive the funding was inadvertently omitted from the budget package.

RECOMMENDATION

Adopt the Resolution attached.

**WASTE MANAGEMENT AUTHORITY
RESOLUTION #WMA 2015 –**

MOVED:

SECONDED:

AT THE MEETING HELD JANUARY 28, 2015

**RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO ENTER INTO CONTRACT FOR
PROPOSITION 84, ROUND 2 INTEGRATED REGIONAL WATER MANAGEMENT IMPLEMENTATION GRANT
AND OTHER RELATED ACTIONS**

WHEREAS, the State electorate approved multiple statewide bond measures since 2000, including Propositions 50 and 84, to fund water and natural resource projects and programs, including Integrated Regional Water Management (IRWM); and

WHEREAS, state statute and guidelines required that an IRWM Plan be adopted by the governing boards of participating agencies before IRWM grant funds would be provided for water resources management projects that are part of the IRWM Plan; and

WHEREAS, the Alameda County Waste Management Authority (Authority) adopted the Bay Area IRWM Plan Update on March 26, 2014 to be eligible to receive IRWM grant funding; and

WHEREAS, the Authority partnered with bay area water agencies to submit a *San Francisco Bay Regional Water Enhancement Program* grant proposal; and

WHEREAS, the Department of Water Resources (DWR) awarded the Bay Area IRWM \$20 million in funding for 19 projects involving 50 agencies; and

WHEREAS, the DWR funding includes \$2,700,000.00 to twelve agencies including the Authority for the *Bay Area Regional Conservation and Education Project*; and

WHEREAS, the Solano County Water Agency has agreed to serve as the Local Project Sponsor for the *Bay Area Regional Conservation and Education Project* and be responsible for grant administration and dispersal of grant funds; and

WHEREAS, the *Bay Area Regional Conservation and Education Project* includes multi-year funding for water conservation rebates and programs and \$200,193 to the Authority for sustainable landscape and sheet mulch education for landscape professional and home gardeners.

NOW THEREFORE, BE IT RESOLVED, that the Authority hereby authorizes the Executive Director to:

1. Enter into all necessary agreements in order to accept and expend \$200,193 in grant funds.
2. Approve any required time extensions, modifications, or amendments thereto.
3. Allocate the necessary resources to implement and carry out the amended scope of work.

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSENT:

ABSTAINED:

Gary Wolff, PE, PhD
Executive Director

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**MINUTES OF THE REGULAR MEETING OF THE
PLANNING & ORGANIZATION COMMITTEE
AND
ALAMEDA COUNTY RECYCLING BOARD**

**Thursday, December 11, 2014
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

1st Vice President, Daniel O'Donnell, called the meeting to order at 4:00 p.m.

II. ROLL CALL

Don Biddle for Jerry Pentin
Greg Jones
Peter Maass
Daniel O'Donnell
Michael Peltz
Tim Rood
Dave Sadoff for Lorrin Ellis
Steve Sherman
Toni Stein (arrived 4:10 p.m.)
Minna Tao

Staff Present:

Gary Wolff, Executive Director
Wendy Sommer, Deputy Executive Director
Pat Cabrera, Administrative Services Director
Meri Soll, Senior Program Manager
Roberta Miller, Program Manager
Tommy Fenster, Community Outreach Associate
Audrey Beaman, County Counsel
Arliss Dunn, Clerk of the Board

Others Participating:

Bruce Buckelew, Oakland Technology Exchange and OTX West
Jeff Kirschner, Litterati

III. ANNOUNCEMENTS BY THE PRESIDENT

Board member O'Donnell suggested the Board consider an activity for Make a Difference Day in September 2015.

IV. CONSENT CALENDAR

- | | |
|---|--------------------|
| 1. Approval of the Draft Minutes of November 13, 2014 (Wendy Sommer) | Action |
| 2. Board Attendance Record (Wendy Sommer) | Information |

3. Written Report of Ex Parte Communications (Wendy Sommer)

Information

Board member Tao made the motion to approve the Consent Calendar. Board member Jones seconded and the motion carried 9-0 (Stein absent).

V. OPEN PUBLIC DISCUSSION

There was none.

VI. REGULAR CALENDAR

**1. Mid-Year Budget Adjustments (P&O & RB)
(Wendy Sommer, Pat Cabrera & Gina Peters)**

Action

Staff recommends that the Recycling Board adopt the proposed mid-year budget revisions as they pertain to the Recycling Board operations and as outlined in the attached resolution.

Ms. Cabrera provided a brief overview of the staff report. The report is available here:

http://www.stopwaste.org/sites/default/files/meeting/Mid-year%20packet_0.pdf

Board member Sadoff inquired about items included in the budget for project 3510: General Agency Communications. Mr. Wolff stated that the budget includes the Communications staff salary and related costs to operate the Agency's website and hotline. Board member Biddle stated the positive and significant increase of overall Agency funding attributed to the countywide Household Hazardous Waste program and the Energy Council's success in obtaining grant funding.

Board member Sadoff made the motion to approve the staff recommendation. Board member Stein seconded and the motion carried 10-0.

2. Election of Officers for 2015 (RB only) (Wendy Sommer)

Action

Elect Officers for 2015.

Ms. Sommer provided a brief overview of the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/Election%20of%20Officers%202015.pdf>

Board member Stein made the motion to elect Board member O'Donnell as President. Board member Biddle seconded and the motion carried 10-0. Board member Maass made the motion to elect Board member Rood as 1st Vice President. Board member Jones seconded and the motion carried 10-0. Board member Sadoff made the motion to elect Board member Stein as the 2nd Vice President. Board member Rood seconded and the motion carried 10-0.

3. 2015 Meeting Schedule (P&O & RB) (Wendy Sommer)

Action

Adopt the meeting schedule for 2015.

Ms. Sommer provided a brief overview of the staff report. The report is available here:

http://www.stopwaste.org/sites/default/files/Mtg%20%26%20Hldy%20Sch%202015_0.pdf

Board member Maass made the motion to adopt the meeting schedule for 2015. Board member Stein seconded and the motion carried 10-0.

**4. Grants to Nonprofits Program - Review and Focus Areas (RB only)
(Wendy Sommer & Meri Soll)**

Information

This item is for information only.

Ms. Soll provided an overview of the staff report and a PowerPoint presentation. The report is available here:

<http://www.stopwaste.org/sites/default/files/RB%20Annual%20Update%2012.14%20Dec%20board%20mtg.pdf>.

The presentation is available here:

<http://www.stopwaste.org/sites/default/files/12%2012%2014%20GNP%20presentation.pdf>.

Mr. Wolff informed the Board that the new focus area for community outreach grants was influenced by several members on the Recycling Board, most notably former RB member Treva Reid.

Board member Rood inquired if the community outreach grant recipients are required to utilize the funding for a specific activity. Ms. Soll responded that the grant can be used for operations to support their mission, as long as they deliver a comprehensive outreach campaign to their membership and community using our provided ReadySetRecycle materials. Board member Biddle inquired if there are any types of organizations missing from the focus areas. Ms. Soll replied that the agency would like to increase the number of low-income, non-English speaking organizations.

Board member Peltz inquired about the types of non-profits that are not eligible for the mini-grant program. Ms. Soll stated that all 501(c)'s located in Alameda County that divert waste or work with our target communities are eligible. Public schools or cities are not eligible, but school PTAs are if they have a 501(c) status. Board member Stein stated that she would like the grant requirements to include a commitment from the applicant to understand their area's waste characterization and diversion numbers. Ms. Soll stated that this information can be included in the outreach presentations conducted by Tommy Fenster, Community Outreach Associate. Board member Sherman inquired about the decrease in funding for the grants program over the years. Ms. Soll stated that several grants are now funded by other Agency projects. The \$7 million figure only reflects grants distributed through the competitive program, and does not include all of the various funding awarded to non-profits by the Agency. Mr. Wolff added that we have not turned down grant applicants due to lack of funds, but rather as a result of lack of organizational capacity or inability to meet our insurance and reporting requirements. Board member O'Donnell asked if we limit the number of times a grantee can apply for funds. Ms. Soll responded that they are limited to one grant per year and that we also recommend loans to grantees that have been funded for multiple years and have established a solid organizational capacity. Board member Sherman suggested that staff convene a meeting of recent grant recipients to receive feedback and for grantees to exchange ideas. Ms. Soll stated that we recently held a community outreach grantee stakeholder meeting in December to solicit ideas on ways to improve the program and outreach activities.

Board member O'Donnell thanked Ms. Soll and Mr. Fenster for their report.

5. Oakland Technology Exchange and OTX-West - Non Profit Update (RB only) Information
(Wendy Sommer & Meri Soll)

This item is for information only.

Ms. Soll provided a brief overview of the staff report.

<http://www.stopwaste.org/sites/default/files/RB%20Grant%20OTX%2012.14.pdf>.

Bruce Buckelew, OTX Founder and Director, provided a brief update on grant activities. Due to technical difficulties Mr. Buckelew was unable to present a PowerPoint presentation. The presentation is available here: <http://www.stopwaste.org/sites/default/files/Stopwaste%20presentation%20OTX%2012-11-14.pdf>.

Board member Sherman inquired about the effectiveness of the program in helping to bridge the digital divide among income levels. Mr. Buckelew stated that OTX has been in operations for 20 years and there remains a 50% gap in low-income households with home computers. He plans to work with Oakland Housing Authority in an attempt to reach out to over 7,000 households residing in public housing. Board member Peltz asked how to source the e-waste and Board member Stein inquired about how OTX

collaborates with other refurbishers. Mr. Buckelew stated that he relies on local and national organizations such as Tech Soup.

Board member O'Donnell thanked Mr. Buckelew for his presentation.

6. Litterati Exhibit (P&O & RB) (Wendy Sommer & Roberta Miller)

Information

This item is for information only.

Ms. Miller provided a brief overview of the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/Litterati%2012-11-14%20memo.pdf>

Jeff Kirschner, Litterati Founder, provided a brief overview of the Litterati exhibit and the mission of the organization. A link to the Litterati website is available here: <http://www.litterati.org/index.php>.

Board member Sherman inquired if Litterati has information of waste characterization based on brand profiles. Mr. Kirschner stated no, the only waste characterization data that he's aware of is from the 2009 Keep America Beautiful report, which does not include brand data. Board member Peltz inquired about the possibility of photographing larger items, to help with illegal dumping. Mr. Kirschner stated that this issue is outside of their purview, as the intent of Litterati's project is for individuals to photograph items that can be picked up easily and recycled/disposed of properly. Mr. Rood stated that the City of Oakland subscribes to an app called SeeClickFix where a user can photograph an item that will be geo tagged and assigned a case number for the City to take care of. The user can then follow up to see if the item has been removed. Board member Stein inquired if Mr. Kirschner would consider providing a report of the findings to localities. Mr. Wolff suggested that Mr. Kirschner approach the Alameda County Clean Water Program for a potential partnership.

Board member O'Donnell thanked Mr. Kirschner for his presentation.

VII. OTHER PUBLIC INPUT

There was none.

VIII. COMMUNICATIONS/MEMBER COMMENTS

There was none.

IX. ADJOURNMENT

The meeting adjourned at 5:42 p.m.

2014 - ALAMEDA COUNTY RECYCLING BOARD ATTENDANCE

	J	F	M	A	M	J	J	A	S	O	N	D
REGULAR MEMBERS												
L. Ellis								X		X	A	I
B. Halliday	X	X	A	X	X	X	X	X				
G. Jones										X	X	X
C. Kirschenheuter	X	X	A	X	X	A	X	X	A	X	A	
P. Maass												X
A. Natarajan	X	A	X	X	X	X	X	I	X	I	X	
D. O'Donnell	X	X	X	X	X	X	X	X	A	X	X	X
M. Peltz	X	A	X	X	X	X	A	X	X	X	X	X
J. Pentin		X	X	X	I	X	X	I	X	X	X	I
D. Ralston	X	A	A									
T. Rood												X
S. Sherman	X	X	X	X	X	X	A	X	X	X	X	X
T. Stein									X	X	A	X
M. Tao	X	A	X	A	X	X	X	X	X	I	X	X
L. Turner	I	A	I	X	A	A						
G. Wozniak	X	I	X	X	X	X	X	X	X	I	X	
INTERIM APPOINTEES												
P. Cutter	X	X	X							X		
D. Biddle					X							X
T. Rood								X				
D. Sadoff										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 21, 2015

TO: Recycling Board

FROM: Gary Wolff, Executive Director
Wendy Sommer, Deputy Executive Director

SUBJECT: Written Reports of Ex Parte Communications

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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Energy Council TECHNICAL ADVISORY GROUP (TAG)

Tuesday, December 16, 2014 – 1:00 pm to 3:00 pm

Attendance:

County of Alameda: Damien Gossett
City of Albany: Claire Griffing
City of Alameda: Maria DiMeglio (phone)
City of Berkeley: Billi Romain
City of Dublin: Kathy Southern, Roger Bradley (phone)
City of Emeryville: Nancy Humphrey
City of Fremont: Rachel DiFranco (phone)
City of Livermore: Judy Erlandson (phone)
City of Newark: Myvan Khuu-Seeman (phone)
City of Oakland: Shayna Hirshfield-Gold
City of Piedmont: Kevin Jackson
City of Union City: Avalon Schultz (phone)
StopWaste: Wendy Sommer, Stephanie Stern, Lou Riordan
Guests: Matt Shorett & Jerry Lahr from ABAG

Board Updates

- EC Board meeting dates; January 28, February 25
 - BayREN authorization to accept funding for 2015
 - DWR Water Energy Proposal Submitted – \$2.5 million ask
 - At next board meeting (joint), Gary Wolff will give an update on the Agency for new board members

CCA Updates

- Multiple proposals for governance structure with different levels of committees helping guide the process
- Current favored proposal is two committees (technical and citizens)
- More to come in February

Program Updates (20 min)

- 2014-2015 program transitions
 - Multifamily
 - Continuing to close out 2014 projects as planned
 - More Alameda County projects will begin in early 2015
 - Jennifer Somers helping out part time
 - Local and regional dashboards posted on Basecamp
 - Codes and Standards
 - ABAG hiring a new program manager, should be onboard by February
 - Single-family/ HEA

- San Leandro Energy Challenge wrapping up
- Tabling at community events for Community Outreach Ambassador grant will kick off in 2015
- Local and regional dashboards posted on Basecamp
- CAP Implementation
 - Budget will run out before grant deadline

East Bay Corridor

- ABAG staff
 - Presentation posted to Basecamp
- Notes from Q&A
 - ~25 cities have adopted PDA plans, and more will continue to be adopted
 - What elements are they considering in these plans? State has some requirements, but some plans have gone beyond to incentivize conservation measures
 - Micro grids/energy assurance is something to consider as more development occurs in certain areas
 - Joint Venture Silicon Valley is doing work related to this, and may be further along than others
 - SF Dept of Environment just received a grant to develop 11 micro grids in their territory
 - Outreach done to cities already: workshops including multiple departments in mid-2014, with working groups prioritizing strategies and identifying catalyst projects

NEXT TAG MEETING: Tuesday, January 20 2014 from 1pm-3pm

January 21, 2015

TO: Waste Management Authority
FROM: Gary Wolff, Executive Director
SUBJECT: Change in Officers for Fiscal Year 2014-2015

BACKGROUND

Authority officer's terms are for a fiscal year. However, since Jennifer West from Emeryville has left office and was the Authority President, the Board should either elect a new President, or decide to leave the position vacant until new elections are held in June (with the President's duties performed by the First Vice President, as provided for in the Rules of Procedure). The past practice has been to fill vacancies after they occur.

Pauline Cutter from South County is the current First Vice President and Jerry Pentin from Pleasanton is the current Second Vice President. Authority policy calls for the geographic origin of officers to rotate each year. That is, the next President should be from South County, the next First Vice President from East County, and the next Second Vice President from North County. It is customary, but not required by policy, for each officer to 'advance one level' each year.

North County is defined by the policy as Albany, Berkeley, Oakland, Emeryville, Piedmont and Alameda. South County is defined by the policy as Hayward, San Leandro, Union City, Newark, and Fremont. East County is defined by the policy as Castro Valley Sanitary District, Oro Loma Sanitary District, Dublin, Livermore, and Pleasanton. The County's geographic designation is determined by the member's supervisorial district boundary.

RECOMMENDATION

Staff recommends that the Authority Board 'advance' Board members Cutter and Pentin to the positions of President and First Vice President, and elect a Second Vice President from North County.

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January 21, 2015

TO: Alameda County Source Reduction and Recycling Board

FROM: Gary Wolff, Executive Director
Wendy Sommer, Deputy Executive Director

BY: Debra Kaufman, Senior Program Manager

RE: Countywide Integrated Waste Management Plan Factual Changes

BACKGROUND

Every five years Cal Recycle requests a five year review report be submitted indicating whether the Countywide Integrated Waste Management Plan (CoIWMP) needs to be updated. Our last five year review was submitted to Cal Recycle in 2009, which was followed up by a factual update conducted in 2010. The state requirement is to look at the document to be sure that the programs included will ensure compliance with the state mandated 50% diversion goal, and to show 15 years of landfill capacity. Both in 2009 and currently, all of our cities exceed the 50% diversion goal, now expressed in pounds per person, and the County has significantly more than 15 years of landfill capacity. Therefore, the state does not require that the CoIWMP be updated, although a completed 5 year review report does need to be submitted. A copy of the completed 5 year review report can be found at: <http://www.stopwaste.org/sites/default/files/coiwmp%20review%20report%202015.pdf>

Our review of the current Countywide Integrated Waste Management Plan, however, found a number of outdated facts and figures which have been updated. While the update is not required by the state, since the Agency and stakeholders use the CoIWMP for various purposes, it is worthwhile to update the information.

The proposed changes to the CoIWMP can be found at: <http://www.stopwaste.org/file/2058/download?token=aMVJZHUh>. Since 2012, the Recycling Board has been operating as the Local Task Force under state law, whose role is to review and provide input, as needed, on any proposed changes or amendments to the CoIWMP and 5-year review reports. This meeting serves as an opportunity to receive comments from the Recycling Board. At the February WMA meeting, we will hold a public hearing and first reading on the changes, with a second reading and adoption scheduled for March.

DISCUSSION:

Changes that were made to the document include updating diversion and disposal numbers, and disposal sites. The ColWMP was updated further with respect to solid waste transfer and collection information, transfer station information, disposal and diversion numbers, remaining disposal capacity and fully integrating previous ColWMP amendments made to reflect new transfer stations or facility changes. Remaining landfill capacity for Alameda County is conservatively estimated to be approximately 34 years, compared to 40 years in 2009. This will depend on actual rates of fill and landfill compaction rates. The Countywide diversion rate, estimated using the state's current disposal based methodology is 71%.

No changes were made to policies, objectives, siting criteria or implementation language. Most changes in implementation of the plan can be made through the annual budget.

RECOMMENDATION

Staff recommends that the Recycling Board review the proposed changes to the ColWMP, and the 5-year review report, and provide comments (if any).

January 21, 2015

TO: Waste Management Authority and Recycling Board and Energy Council

FROM: Gary Wolff, Executive Director

SUBJECT: Overview of our agency: past, present, future

BACKGROUND AND DISCUSSION:

Because we have a number of new board members (five on Waste Management Authority and one on the Recycling Board), an overview of our agency seems appropriate as a good way to begin 2015. And Board members who have been with us for some time may benefit from a review, or by contributing their perspective and past experiences to our mutual understanding, as 2015 begins.

I will make a powerpoint presentation about the past, present, and (in a limited way) future of our agency. I invite Board members to ask questions during the presentation, and share their perspectives with one another after the presentation. This is the main event in our meeting this month. It offers the Board an opportunity to reflect and share their thoughts about the agency in general, without a specific public policy issue before you. Baked goods will be included in the presentation.

RECOMMENDATION:

This item is for information only.

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Leading by Example

StopWaste adds to its list of firsts with LEED v4 Platinum certification.

By Barbra Murray

StopWaste—a public agency responsible for reducing waste in Alameda County, California—is green by nature, and its staff is always conscious of the need to “walk the talk.” The agency, which works on behalf of the 14 cities in Alameda County, the county itself, and two sanitary districts, tries to lead by example, and one of its latest accomplishments may well draw the attention of building owners and building professionals around the globe. The organization’s 14,000-square-foot headquarters in downtown Oakland recently became the first building to earn Platinum certification under Leadership in Energy and Environmental Design (LEED) v4 Building Operations and Maintenance.

“There’s been a lot of angst around v4, so getting the project out there and showcasing it—especially it being a public sector project—will help everyone realize that v4 is not scary,” says Wes Sullens, manager of Green Building Policy and Advocacy at StopWaste. Sullens also worked with U.S. Green Building Council (USGBC) on the development of v4.

If it can be achieved in the public sector, where the purse strings are short and pulled tight, and with a structure that was originally erected in 1926, then private-sector building owners of both new and existing structures can certainly embrace LEED v4.

StopWaste was already ahead of the game when it decided to seek LEED O+M v4 certification. In 2007, its headquarters building earned the title of the nation’s first





All photos: © Emily Hagopian. www.emilyhagopian.com

renovation project to earn LEED-New Construction v. 2.2 Platinum certification. The project cost, including the acquisition of the building and all renovations was approximately \$6 million.

"At the time we had been promoting LEED to our cities and county as a low-cost green thing you could do," Sullens recalls. "There was a lot of talk back then from citizens saying 'That is so expensive, 10 to 15 percent more expensive,' but we'd been proving, with public buildings, that you could do it for a lot less than that. LEED Silver for no additional cost—that was our mantra. We wanted to prove that we could do it on time and on budget—no additional costs."

And StopWaste was doing it on time and on budget early in 2006 when it became clear that LEED Platinum certification was within reach, so they went for it with the assistance of Komorous-Towey Architects (KTA). In came the photovoltaic solar panels, a shower, and a unique rain catchment system. Faced with a roof that sloped in an inconvenient direction, the team conceived a plan to attach the rain barrel to the side of the building to collect rainwater from the solar panels. "It was a really nice synergy that happened at the last minute," Thomas J. Towey, CEO of KTA, notes. "It was low-cost way to feed that system. We had some really fun things like that happen."

Salvaging played a large role in ratcheting up to the Platinum level, and dovetailed with the organization's waste reduction mission. Among the great finds were metal panels that now adorn the façade of the building. Those panels were

leftovers from a sign company, so with letters and words cut out of the metal here and there, KTA had to choose its words carefully. "LOVE' appears many times," Towey says, laughing at the thought.

And the price tag on going Platinum: less than \$100,000.

While its original LEED certification gave StopWaste a head start in its LEED O+M v4 pursuit—"We were set up for success," Sullens says—the agency was well aware that the new LEED edition took requirements up a notch—or five. BuildingWise, a San Francisco-based green building consulting firm, was on hand to shepherd StopWaste through the guideline alterations, additions and the like. In some cases, what seemed like a small issue on the surface, turned out to be a challenge.

"For a small building, it had lots of cool little green bells and whistles," says Levi Jimenez, project manager at BuildingWise. "They had a shower on site, they had indoor bike racks, they monitored their own waste which was really helpful. All of the service providers were very happy to oblige the specific criteria-per-credit, so getting service vendors on board was quite easy." But not everything was easy. Even with StopWaste being, as Jimenez notes, "very conscious of how they purchase things," ongoing consumables were out of reach at this time. And some measures that had been achieved relatively easily in the past version of LEED, such as outdoor maintenance and landscaping measures, were more difficult on tight urban sites like StopWaste. "Because they are small—only 14,000 square feet with about 2,000



Previous spread: Nathan Greene and Wes Sullens of StopWaste. Left: Architectural firm Komorous-Towey Architects stepped in to help StopWaste achieve LEEDv4 Platinum certification. Daylighting is one way StopWaste wins points. Right: Cisterns affixed to the building collect rainwater.

square feet of landscaping—it was difficult to maximize some points," says Jimenez.

Despite the occasional hurdles, BuildingWise found advantages to v4. Some of the credits have been consolidated, creating a more efficient program in general in Jimenez's opinion. But perhaps the big takeaway from v4 is serving as a positive example. Jimenez and his BuildingWise colleagues hope that others will follow StopWaste's lead. "I think there's enough friendly competition in the marketplace that people do want to stay on top of the game and stay ahead of their neighbors," Jimenez says. "It's easy for anybody to say 'I have a green building' or 'I have a high-efficiency building' but without some sort of proof or label saying somebody else verified this, then all you have is a building. To have that verification is critical and it seems like the market is moving toward stronger competition with LEED certified buildings."

"Things like not earning the consumables credit leaves us with room for improvement," says Nathan Greene, facilities manager at StopWaste. "We view earning LEED O+M v4 Platinum as a validation and snapshot on how we have been doing, but that doesn't mean we are finished. We still have to operate our building every day and make the right choices consistently—finding innovative ways to walk our talk."

StopWaste plans to continue innovating. As part of their Platinum certification, and with the help of Virtually Green, the team earned an Innovation credit for monitoring and gamifying plug-load energy use in cubicle

workstations. Furthermore, StopWaste plans to set up a LEED Dynamic Plaque, a continuous evaluation of the building's performance. "The Dynamic Plaque is not without controversy," says Sullens, "but my hope is that, as an industry, existing building owners can add more and better metrics to the Dynamic Plaque platform so that it gets enhanced significantly over time."

StopWaste is developing an ongoing waste tracking app for the Dynamic Plaque that utilizes wifi-enabled scales to track waste in real time. Scales will be placed under the recycling, composting, and garbage bins in the building and will link to a central dashboard that plugs into the Dynamic Plaque. "We are excited to test pilot this new waste tracking system," says Greene, "and to make it an open application programming interface for others that want to track waste in real time as well."

At the end of October, USGBC announced that it would extend the closing date for LEED 2009 registration from June 15, 2015 to October 2016, thereby giving the building industry some breathing room for easing into LEED v4, which USGBC acknowledges is more rigorous.

"The bar has been raised," Sullens says of LEED O+M v4. "Yet it is still achievable and has real value. With v4, the USGBC has redefined what it means to build and operate green buildings and that definition continues to be an internationally recognized sign of leadership." By becoming the first v4 Platinum project in the world, StopWaste has become an international symbol of leadership as well. ●

The Internet of Waste Bins: Interview with the Co-founder of Enevo



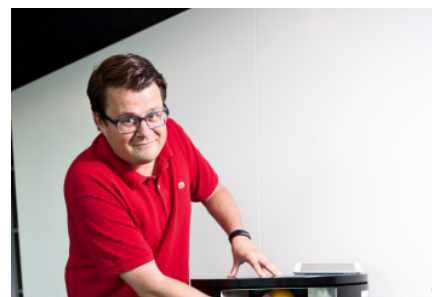
Posted on [October 21, 2014](#)
by [Tom Turula](#)

Enevo aims to make Big Data indispensable in the waste collection industry, with a sensor-based solution that tracks container fill-levels and optimizes pickup routes accordingly. When Enevo received \$8 million in financing this summer, one investor compared the Finnish startup to Airbnb and Uber in its potential to disrupt a conservative industry. Indeed the smart logistics solution is rapidly gaining traction with waste collectors around the world – from Boston to Tokyo. We met up with Co-founder Fredrik Kekalainen at the Recycling & Waste Exhibition in Birmingham, UK, to hear his story.

How did you get the idea for Enevo?

The business idea was sparked during a car ride back in 2011, when my friend and I were discussing the increasing housing association fees in Finland, especially those pertaining to waste management. My friend (the other co-founder) Johan Engstrom's housing complex had recently launched a new waste

enevo



management system, where waste haulers picked up all the different containers – for mixed waste, cardboard, scrap metal etc. – with separate trucks, regardless if they were full or not. Since the housing association had to pay for each pickup, the collections eventually amounted to over 9000 euros (\$11,500) per year.



So I was listening to this, my friend explaining and complaining in the car and I was like, "Wait a minute." I had already been playing around with the idea of setting up a new Internet of Things company. So I thought, "Maybe we can build a smart logistics system that would actually allow the waste collector to come and pick up the containers on demand, when it's actually needed. So that's where the idea came from.

How does your product add value to waste management companies?

Well, it's a complete solution. We use wireless sensors for getting the raw data from waste containers – providing the analytics to build up trends and predictions. Then we calculate the routes and the schedules, and how the fleet needs to be utilized to collect in an optimal way. So rather than using 100 trucks to operate a set amount of customers and routes, we are able to reduce it to 50 or 60 trucks. That's the essence of our solution.

Then of course our Software-as-a-Service technology enables total transparency between waste collection and disposal, because we collect data and know exactly what's happening to the fill levels of each container: was it collected, when, and how much material was in there at collection. Our customers very much appreciate this transparency.

To access our service, our customers can either use a tablet or desktop interface. The tablet interface is designed to help the driver complete daily collections efficiently. It guides him along the most economical route and enables him to report any problems or issues directly from the field. The desktop interface is designed with the management team in mind. It gives a more detailed view of the collection operation: the location of the trucks, fill-levels, future collection plans, road traffic alerts and more.

So who belongs to your customer base?

Our customers are from different markets, with somewhat



differing value chains. They include municipal waste management organizations handling their own collection, or outsourcing their collection to third parties. Other customers include private waste management companies, as well as producers of waste that have a legal obligation to collect for example electronic waste. We are also starting to see demand from the public sector, as they have a lot of facilities – schools, hospitals etc. – that generate huge amounts of waste.



What was the key success factor to get through piloting and start signing customers?

For the first customer we signed, we set up a system for free and guaranteed savings. We knew their cost per collection, and asked 10 euros (\$13) for each collection they could eliminate with our service. One day before signing a contract, they called us to say they wanted to do a fixed monthly fee instead, because they realized maybe these guys have something very clever. After that, with mounting proof and customer cases, our business basically enjoyed a snowball effect.

How is the competitive landscape?

Typically competition comes from the hardware side. So there is still no one providing the complete solution that we do, which is surprising. Our business model is unique, and we will keep forming both the market and the demand so that it won't become just a hardware play, which doesn't make sense for anyone.

Finally, where do you see yourself in a few years into the future? New markets?

We are already expanding into the bulk materials delivery business. So instead of measuring the fill grade, we will monitor how quickly a container gets empty. This lets the customer know exactly how much is used at any given moment, and when to refill – be it heating oil, gravel, sand or diesel. We can then optimize the delivery schedules the way we do now, using the exact same algorithms, but in reverse. So that basically greatly expands our potential markets.

If you would like to learn more about Enevo or other innovative companies in the Recycling & Waste sector or any of our 18 primary sectors in the resource

innovation universe, be sure to check out our [i3 platform](#).



This entry was posted in [Cleantech News](#), [Companies](#), [Companies in the Spotlight](#), [Company Insight](#), [Recycling & Waste](#). [Bookmark the permalink](#).

[← Italian Cleantech Innovation on Display](#)

[2014 Global Cleantech 100 – CEO Insights on the Internet of Things, Big Data, and Cybersecurity →](#)

Cleantech Group Website

SFGATE <http://www.sfgate.com/bayarea/article/Millions-poured-into-effort-to-bag-the-5895777.php>

Millions poured into effort to bag the plastic-bag ban

By Melody Gutierrez Published 2:41 pm, Saturday, November 15, 2014



IMAGE 1 OF 7

Employee Avery Dollar gives a customer a plastic bag in Foods Co Nov. 14, 2014 in Oakland, Calif.

SACRAMENTO — Plastic bag manufacturers have poured \$2.7 million into efforts to overturn California's statewide ban on plastic bags in the seven weeks since Gov. **Jerry Brown** signed the historic legislation.

With signature gatherers posted outside grocery and retail stores across the state, opponents of the plastic bag ban are attempting to gather the more than 500,000 signatures needed to put the referendum on the November 2016 ballot.

San Francisco was the first city in the nation to ban the bags in 2007, with many others across the country following suit, including Chicago earlier this year. California became the first to enact a statewide ban on single-use plastic bags — which begins next year — when Brown signed SB270 on Sept. 30.

Since then, **Mark Murray** of the environmental advocacy group Californians Against Waste said state and local government officials across the nation have expressed an interest in introducing legislation similar to California's ban.

“This policy is sweeping across the country regardless of the status of any referendum,” Murray said. “I suspect (the referendum) is a desperate attempt to create a sense of confusion. If we didn’t have polling showing overwhelming public support that strategy might succeed.”

A USC Dornsife/[Los Angeles Times](#) poll released this month found strong backing for the state’s plastic bag ban, with 60 percent of voters saying they supported the law.

Grocery stores and pharmacies in California will phase out the use of plastic bags by July 2015, and a year later convenience stores and liquor stores can no longer distribute plastic bags. Grocers will be required to charge at least 10 cents for each recycled paper bag or reusable bag provided to a customer.

If the necessary signatures are gathered for the referendum by Dec. 29, the law would be suspended until after voters weigh in during the 2016 election. Local governments could still enact their own bans while the statewide law is suspended.

Leading the charge to overturn the ban is one of the biggest makers of plastic bags — Hilex Poly of South Carolina — which contributed \$1.7 million to the referendum’s efforts thus far.

[Mark Daniels](#), chairman of the [American Progressive Bag Association](#), an industry group for plastic bag manufacturers, said the referendum is needed so that voters can repeal a bill meant to line the pockets of grocers, who will collect fees charged for bags.

“We expect to qualify the referendum and are confident that California voters will repeal this bad law when they have the chance to vote on it in November 2016,” said Daniels, who is also Hilex Poly’s vice president of sustainability and environmental policy.

Melody Gutierrez is a [San Francisco Chronicle](#) staff writer. E-mail: mgutierrez@sfchronicle.com. Twitter: [@MelodyGutierrez](#)



Racist and sexist comments draw censure for San Lorenzo agency board member

By Chris De Benedetti cdebenedetti@bayareanewsgroup.com

MontereyHerald.com

SAN LORENZO -- A Hayward-area agency's directors have censured a longtime board member for "offensive racist and sexist remarks" they say he made to district employees, including a racial slur at a recent committee meeting.

Laython Landis, a veteran of the Oro Loma Sanitary District board for nearly 42 years, was not present at the special meeting where board directors voted 4-0 to censure him for a pattern of "highly inappropriate" behavior, including intoxication at public events.

Landis, 88, was punished less than two weeks after using a derogatory term for blacks during the district's Dec. 10 construction committee meeting, board President Timothy Becker said.

Advertisement

As committee members discussed the stormy weather that day, Landis remarked, "It looks like it's going to rain cats and dogs and (black) babies today."

Landis, a San Leandro resident, said that he did make the remark but avoids using the derogatory term for blacks unless he's repeating that phrase.

"It's a saying that's been around for years -- I've said it many times," he said Tuesday. "I probably offended a few who take offense to the word."

A Google search reveals the phrase appearing in a few books and a newspaper article around the turn of the 20th century.

Becker, who was not present at the committee meeting, asked Landis to resign last week over the incident. But Landis refused, saying he wants to read the censure resolution before deciding.

"I've been elected 11 times (to the Oro Loma board), and I think resigning would be a disservice to the people who voted for me," Landis said.

He has not publicly apologized for the slur, but Landis said he did apologize to a board member during a recent phone conversation.

Landis' censure was the Oro Loma board's first in its history, district leaders said.

The district's options for further punishment are limited because Landis is an elected official, Becker said.

"This is about the extent of what we can do," he said. "It would be totally different if he were a district employee, where, ultimately, we could ... dismiss a person."

The agency's leaders said they are looking into legal options to remove Landis from the board, but they declined to say what they might be.

"We're trying to do what we can as quickly as we can," Becker said Tuesday, after the censure vote. "It's really painful for us to see the district associated with an incident and an individual who has failed to see the gravity of the situation."

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"A censure is a statement of disapproval of words or actions taken by one of the board members," said agency attorney Jennifer Faught. It does not involve a fine or other punishment, she said.

Landis, a former San Leandro City Council member, said he was accused of making an inappropriate sexual comment to an Oro Loma female employee.

Landis said a district leader "verbally reprimanded" him for the incident, telling him never to do it again.

The censure resolution also accuses him of frequently being so intoxicated at events where he represented the agency that he was "physically incapable of controlling himself."

Landis says that is only half right. "I know I've had some drinks at a convention and needed help to get back to my room," he said. "But I've always been capable of controlling myself."

Formed in 1911, the Oro Loma Sanitary District gives sewer, recycling and solid waste services to about 135,000 people in San Lorenzo and other unincorporated county areas, and parts of Hayward, San Leandro and Castro Valley.

The agency's board of directors has always been represented by white males until this year, when its first female member -- former San Leandro Mayor Shelia Young -- was elected to the board.

Landis -- a nephew of Judge Kenesaw Mountain Landis, baseball's first commissioner -- will be 90 when his term expires in 2016.

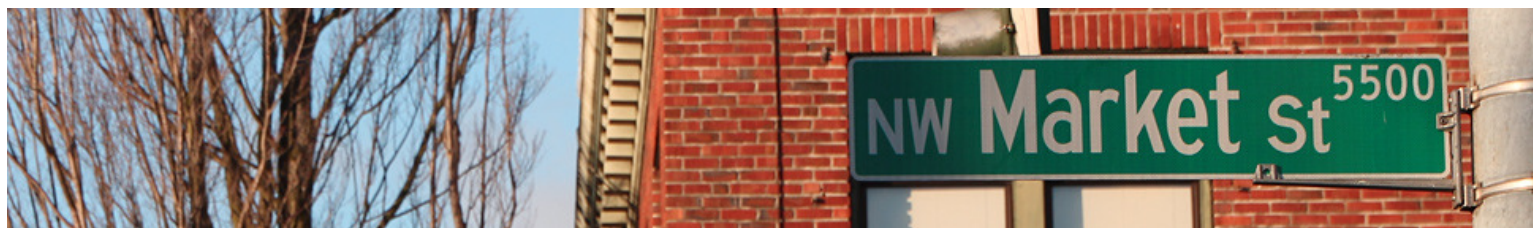
"My plan is to run again," he said. "But first I need to see the resolution.

Contact Chris De Benedetti at 510-293-2480. Follow him at [Twitter.com/cdebenedetti](https://twitter.com/cdebenedetti).

My Ballard

News for Seattle's Ballard neighborhood and beyond

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New Seattle food waste requirements set for January 1

Posted by Danielle Anthony-Goodwin on December 24th, 2014

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Starting on January 1, 2015, the City of Seattle will no longer allow food or compostable paper, including pizza boxes, paper napkins and paper towels, in the garbage.

The food waste requirements were passed earlier this year by the Seattle City Council and signed into law by Mayor Ed Murray. The new ordinance is projected to divert as much as 38,000 more tons of food scraps from the landfill each year, which helps Seattle achieve its goal to recycle or compost 60 percent of its waste by 2015.

“Seattle is a national leader in recycling,” said Seattle Public Utilities (SPU) Solid Waste Director Tim Croll. “Most of our city’s businesses and residents are already composting. This requirement is a progression of our collective efforts that help our city become even greener.”

Both Seattle’s recyclables and yard waste have been prohibited from the garbage for more than a decade.

Before submitting the food waste legislation, SPU polled businesses and residents and discovered widespread support for the measure. In June’s Survey USA telephone poll more than 3 out of 4 Seattle residents polled supported the proposal.

Organics (which includes food, paper napkins, cardboard pizza boxes, leaves and grass) make up the biggest component of Seattle’s waste. SPU estimates that 30 percent of the 317, 258 tons of trash that was disposed in the landfill in 2013 was compostable.

Seattle is the latest of several cities that have passed food waste requirements, including Vancouver, BC, Portland, OR, San Francisco, CA, and New York, NY.

Click [here](#) to learn more about SPU’s the food waste requirements.

Tags: [Ballard](#) [Share](#)

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Sally Brown

Connections

GOOD HABITS

BEHAVIOR change is what our field is all about. We want people to remember to source separate. We want people to use compost instead of fertilizer. Unless people and the municipalities where they live agree to do this, we are out of business (except for the segment who deals with flushing, we will always flush). To those of us that have been doing this for years, it is simple and no longer requires any thought. However, for those who have not yet done it for a day, let alone a week, it can seem like an incredible hurdle and not even worth the bother. It is only once those new habits are ingrained that people look back on the way that they used to do things and wonder what took them so long to change. Getting people to change how they do things is critical. Getting people to change how they do things is really hard.

Let me tell you a story about my own personal battle with change. This has to do with riding my bicycle. I swim for exercise several times a week. I swim on a Masters team (grown up swim team with coaches). The key point here is that I swim for exercise.

For the last nine years, I have driven to and from practice. This is despite the fact that it is two miles from my home and that there is a bike trail right next to my house that goes right past the pool. Over the years I have periodically considered biking instead of driving. The range of excuses that I made to stick with driving was pretty impressive and included the extra effort involved with biking compared to driving. I am blushing as I write this.

Finally this summer, seeing a guy from a faster lane get ready to run home after practice while I was getting into my car did it. I said "you're really ambitious" and he said that he only lived 1.5 miles from the pool. I kept my mouth shut but for the next practice put on my bike helmet and peddled to the pool. I survived. I was still able to swim. I got more exercise. Plus I got to

smell the mock orange in blossom from the trail and I saved the \$5 for parking. I've been biking to swim ever since.

I am not alone in this aversion to change. Anne, a friend who is younger and much stronger than I am, started biking to work only after a mutual friend died of cancer. She started riding in the rain in the Seattle winter as a way to raise money for a memorial garden. In the process she also discovered that it was really not such a big deal. Now she rides to work everyday. She has even made a spreadsheet to calculate how much CO₂ she's saved, how many calories she has burned, and how much money she has saved by riding instead of buying gas and paying for parking.

Anne posted her stats on her Facebook page and got 44 likes and 22 comments — and maybe another person or two to try it. To me, it is a really inspirational tool to help you get out the bike, get on the bus or even consider walking where you are going. I know at least one person who reads this column who could easily walk to work. This might just be the inspiration to get that to happen.

GOOD ORGANICS MANAGEMENT HABITS

For residuals management, we need inspiration too. We have to help bridge the distance from where we are to where we want to be. That may mean plenty of outreach on multiple levels. It also means walking the walk and not just talking the talk. Don't just compost professionally — use your products in your own garden so your neighbors can see. Donate compost to your kids' schools and offer to help set up some gardens there. When the plants start going crazy let them know why and how theirs can look like that too.

Getting people to change their behaviors is a critical component of the battle against climate change. For this magazine, much of that battle centers on residuals management. However, beyond the immediate purview of *BioCycle*, it extends to things like changing from lawns to landscapes, from beef

CRUNCHING THE CO₂ REDUCTIONS

"I crunched a few numbers on my commute and am having fun seeing the impact of my new habit over the past 7.5 months, when I went from occasional to daily bike commuter," explains Anne DeMelle of Seattle. "I am 89 percent confident in my math."

- Avoided 1,200 lbs of CO₂ emissions (that's 14 trees growing for 10 years)
- Saved \$900 in parking and gas
- Burned 40,000 calories (11.5 lbs of fat)
- Ridden 1,300 miles to/from work

Remarking on the 1,300 miles, Anne notes: "Gee, I could have ridden to the tar sands in Fort McMurray, Alberta."

to beans, and from cars to bikes or buses. It is not only individuals who need to change; municipalities also have to realize that allowing for changes to take place won't lead to chaos, revolution or a public health crisis.

In many cases, these changes are related. Get someone interested in cooking and eating well, and you'll get them interested in growing their own food. Once they are interested in growing food, they'll start being aware of soil and water. Soon the connection between waste and soil will become clear. You'll have a composter or at least someone who is aware that separating their food waste ends up giving them something to help their soil. They may even remember to take those stickers off of the fruit.

They also might start to realize after watering their garden that the grey water from their washer could also do the trick. If a neighbor is already doing these things, those changes will come more easily and to a greater number of

people. In many cases, these same people will start pressuring their municipalities to institutionalize change. That has helped to change laws to support urban agriculture in Boston and Portland. Bottom up pressure helped liberalize the regulations on grey water use in California. Bottom up pressure can strengthen your business.

What is critical to capture and pro-

mote is how empowering these changes can be. Watching the light bulb go off has been revelatory even for me — a supposed professional who should have known better. Tools like Anne's spreadsheet can help. Work on a community level can help too. Patience is a terrific asset as is repetition. Also important is the realization that there is always another step to take.

My story again here. I now bike to swim and to work but have not quite convinced myself to bike to yoga (3 miles each way and a big hill). I'll try it if you promise to consider it too. ■

Sally Brown is a Research Associate Professor at the University of Washington in Seattle and a member of BioCycle's Editorial Board.

SYMPHONY OF THE MICROGRID

(Continued from page 52)

- 2 MW of photovoltaic modules on-campus, and 1 MW off-campus

- Two concentrating photovoltaic (CPV) research demonstration systems. To produce a total of approximately 30kw, the 220-square-foot CPV panel mounted on a movable platform automatically tracks the sun as it crosses the daytime sky and concentrates sunlight onto hundreds of electricity-producing solar cells, each smaller than a shirt button

- An EPA Star Award 27-MW combined cooling heat and power plant and a 4-million-gallon thermal storage system

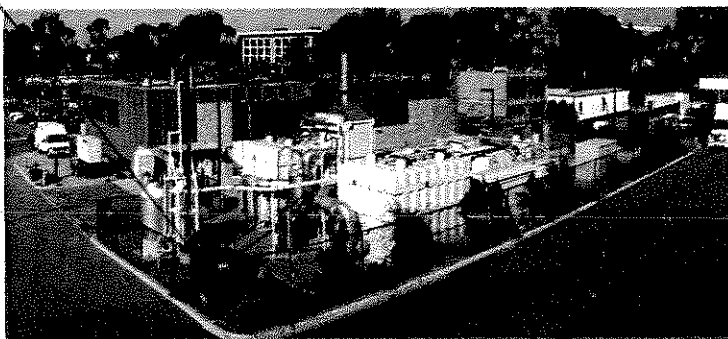
- A 69 kilovolt (kV) substation, ninety-six 12 kV underground feeder circuits and four 12kV distribution substations to properly distribute the microgrid's electricity where it is needed throughout the 1200-acre campus

"As we're growing, we are meeting all of the new demand first with energy efficiency on older buildings, and with the amount we are self-generating, by bringing on the fuel cell for base load and PV for daytime load," says Washom, adding that the 2.8 MW of fuel cell and 2 MW of PV were in part a response to the need for additional generation. The fuel cell provides 8 percent of the university's current load, and, as of the fourth quarter of 2013, nearly 100 percent of all architecturally suitable campus building rooftops are PV-equipped.

To increase the value of its PV, UCSD is perfecting the science of day-ahead solar forecasting to predict when the PV panels will produce the most energy. By studying collected weather data, researchers forecast PV performance for California-specific meteorological events, such as winter frontal system marine layer clouds and Tule fog.

"The degree of certainty is what they are constantly working on," explains Washom. "In California, our complexity comes from the marine fog layer, where all of the PV capacity is

almost at zero, then suddenly it burns off and the local utility gets a huge inrush [of PV-generated electricity]. So predicting when the marine layer will burn off is a big issue. Clouds — their pattern, movement, height and velocity — are considered the most chaotic phenomena in nature, so the challenge to be able to predict when they will be at a certain place at a certain time gives an appreciation of what we're doing." Researchers have refined both the 24-hour and 30-minute solar forecast to be 40 percent more accurate to the amount of sunlight



The 2.8 MW fuel cell (above) covers an area the size of a tennis court. Combined with an absorption chiller, it will reach 68 percent efficiency.

that will be utilized by individual PV modules, he adds.

To further increase the value of the microgrid, Washom is developing the largest, most diversified portfolio of energy storage technologies of any university in the world. The storage systems serve to smooth over the intermittent nature of solar generation, storing the power for targeted use, particularly for electric vehicle (EV) charging, as well as storing cheap grid energy for use during expensive on-peak hours.

The storage systems integrated with UCSD's PV installations include:

- An operational 10 kW Sunverge 100 kW/300 kWh ZBB Flow Battery, targeted at demand reduction (in start-up/commissioning phase)

- 28 kW Maxwell Labs for ultracapacitors integrated with the CPV sys-

tem (in start-up/commissioning phase)

- 730 kW/1460 kWh Self-Generation Incentive Program PV. Integrated at five off-campus sites (in planning)

The microgrid's largest storage system, currently under construction, is a 2.5 MW/5 MWh Advanced Energy Storage, lithium-ion battery. It is the only storage system not integrated with PV, as it works with the microgrid's 2.8 MW fuel cell to provide the economic advantages of permanent load shifting. With permanent load shifting, the university fires up the fuel cell at night, when the natural gas-generated SDG&E grid's energy is 6 cents/ kWh, and charges the batteries. It then uses that battery energy during the day to avoid paying double that price for SDG&E grid energy.

Taken together, UCSD saves more than \$800,000/month from its microgrid, versus being a direct access customer importing from the SDG&E grid. Working with energy conglomerate

RWE and Daimler Benz Smart Cars, UCSD has grown its installation of EV charging stations from 26 to 56 that meet 2017 standards for a high-level IQ charger and Smart car. Supported by the microgrid, Washom calls it the largest portfolio of EV charging stations at a university in the world.

The microgrid has won many awards, including from the U.S. Environmental Protection Agency and the state of California, and rave reviews from publications ranging from *Forbes* to *Sierra* to *Smart Grid Today*. "We show the art of the possible, and with every single project we have on campus, the incentives we use are available to every commercial, industrial and military installation in California," Washom declares, adding that if UCSD can build such an advanced microgrid despite the huge budgetary problems faced by the UC system in the last several years, anyone can. ■

Marsha Johnston is with Earth Steward Associates, and a Contributing Writer to BioCycle.

USAgain Announces 'America Recycles Day' Winners: A Pleasanton High School is No. 1!

Congrats to Amador Valley High School

By [Autumn Johnson \(Patch Staff\)](#) December 22, 2014 at 8:59am

[USAgain](#), the company that helps divert millions of pounds of clothing and textiles from landfills each year, has announced the winners of its annual America Recycles Day Contest. The contest benefits local schools and is a fun and educational way to raise textile recycling awareness and earn cash for schools.

During the month of November, schools across the country competed to collect textiles in USAgain drop boxes located at their schools. Schools actively spread awareness about current low textile recycling rates and the need to recycle more; 12 million tons of clothing and other textiles are dumped in landfills each year in the United States.

The top five schools collecting the most clothes, shoes and other textiles will be awarded cash prizes of \$1,000, \$750, \$500, \$300 and \$250 respectively. All participating schools earned cash for each pound of textiles collected to honor their commitment to the environment.

The 2014 America Recycles Day Contest Winners:

- First place: Amador Valley High School with 6,740 pounds (Pleasanton, CA)
- Second place: Pui Tak Christian School with 4,482 pounds (Chicago, IL)
- Third place: Aurora Quest with 3,759 pounds (Aurora, CO)
- Fourth place: Brentwood Academy with 3,464 pounds (East Palo Alto, CA)
- Fifth place: St. Clare School with 2,068 pounds (O'Fallon, IL)

This year 650 schools across the country participated in the America Recycles Day Contest Collecting 191,179 pounds of textiles for reuse and recycling. These collections save 1,092 cubic yards in landfill space, and preventing 1,338,253 pounds in CO2 emissions.

“We’re proud to support local education through our America Recycles Day Contest,” said Mattias Wallander, CEO of USAgain. “USAgain fundraisers are a great way to educate students and the community about the need for textile recycling and reuse.” For more information, or to find a local drop box, please visit:

Participating schools can check their ranking, collections and the positive environmental impact of the program [here](#).

USAgain offers no-work, no-cost fundraisers in 19 states. To book an educational field trip to one of USAgain’s 11 office locations, contact us at info@usagain.com or call 800.604.9533.

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THE BACK PAGE

TOM MEYER www.meyertoons.com



February 2015 Meetings Schedule

Alameda County Waste Management Authority, The Energy Council, & Source Reduction and Recycling Board

(Meetings are held at StopWaste unless otherwise noted)

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12 Programs & Administration Committee 9:00 AM Key Items: <ol style="list-style-type: none"> 1. Conflict of Interest Policy 2. FY 13/14 Audit Report 3. Discards Management – Presentation <hr/> 4:00 PM Planning & Organization Committee /Recycling Board Key Items: <ol style="list-style-type: none"> 1. Conflict of Interest Policy 2. FY 13/14 Audit Report 3. Discards Management – Presentation 	13	14
15	16 AGENCY HOLIDAY	17	18	19	20	21
22	23	24	25 3:00 PM Authority Board & Energy Council Key Items: <ol style="list-style-type: none"> 1. FY 13/14 Audit Report 2. Conflict of Interest Policy 3. ColWMP 5 Year Update-First Reading 4. Energy Council – Presentation 	26	27	28