

AGENDA

Recycling Board Members

Anu Natarajan, **President**

City of Fremont

Daniel O'Donnell, **1st Vice President**

Environmental Organization

Laureen Turner, **2nd Vice President**

City of Livermore

Barbara Halliday, *City of Hayward*

Chris Kirschenheuter, *Recycling Programs*

Michael Peltz, *Solid Waste Industry Representative*

Jerry Pentin, *City of Pleasanton*

David Ralston, *Environmental Educator*

Steve Sherman, *Source Reduction Specialist*

Minna Tao, *Recycling Materials Processing Industry*

Gordon Wozniak, *City of Berkeley*

MEETING OF PLANNING AND ORGANIZATION COMMITTEE AND ALAMEDA COUNTY RECYCLING BOARD

Thursday, February 13, 2014

7:00 p.m.

**San Leandro Public Library
300 Estudillo Avenue, Conference Room B
San Leandro, CA 94577
(510) 577-3971
(Directions provided)**

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 | 1. Approval of the Draft Minutes of December 12, 2013 & January 9, 2014 (Gary Wolff) | Action |
| 7 | 2. Board Attendance Record (Gary Wolff) | Information |
| 9 | 3. Written Report of Ex Parte Communications | Information |
| 11 | 4. Grants Under \$50,000 (Gary Wolff) | Information |

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

- | | | |
|----|--|---------------|
| 13 | 1. Accumulated Measure D Fund Balance Exceeding Policy Threshold – Approval of City of Livermore Expenditure Plan (Gary Wolff & Tom Padia)
It is recommended that the Recycling Board: <ul style="list-style-type: none">• Approve the Expenditure Plan submitted by the City of Livermore and find that Livermore is eligible to continue receiving its quarterly per capita disbursements from the Recycling Fund through June 30, 2015, while it expends its Measure D funds according to the Expenditure Plan or on other eligible uses.• Direct staff to return to the Board in the future with options for revising the Fund Balance Threshold. | Action |
| 29 | 2. Regionalizing Bay Friendly Landscaping (Gary Wolff & Wendy Sommer)
Staff recommends that the Recycling Board direct staff to prepare | Action |

budget proposals for each of the next three years that implement this general approach to Regionalizing Bay Friendly work, and that both Committees recommend to the Waste Management Authority Board that it also endorse this approach at its meeting on February 26th. The budget proposals will be included in the overall agency budget proposal in each of the next three fiscal years.

39	3. Measuring Waste Diversion (Gary Wolff & Mark Spencer)	Information
	VII. OTHER PUBLIC INPUT	
	VIII. COMMUNICATIONS/MEMBER COMMENTS	Information
	IX. ADJOURNMENT	

Directions to the Main Library 300 Estudillo Avenue, San Leandro, CA 94577
From 580 East ... coming from Oakland

- Take the Dutton/Estudillo exit. Parallel the freeway for two long blocks.
- Pass one light (Dutton St.) and continue to the second light (Estudillo Ave.)
- Turn right and continue for 5 blocks.
- The library is on the right side of the street - a large, tan-colored brick and glass building with a parking lot in the front.

From 580 West ... coming from Castro Valley

- Take the Estudillo exit, which goes under the freeway.
- At the stop sign, turn right onto Grand Ave. for 1 short block, to the light (Estudillo Ave.)
- Turn left and continue for 5 blocks.
- The library is on the right side of the street - a large, tan-colored brick and glass building with a parking lot in the front.

From 880 North ... coming from Oakland

- Take the Davis Street exit.
- At the end of the exit, turn left, heading east onto Davis St.
- Continue for about 2 miles, passing under the BART track and up to the traffic light at East 14th Street.
- Continue straight through the light. (Davis St. turns into Callan St. at this intersection.)
- Continue for 1-1/2 blocks.
- The library is on the right side of the street - a large, tan-colored brick and glass building with a parking lot in the front.

From 880 South ... coming from Hayward

- Take the Davis Street exit.
- At the end of the exit, turn right, heading east onto Davis St.
- Continue for about 2 miles, passing under the BART track and up to the traffic light at East 14th Street.
- Continue straight through the light. (Davis St. turns into Callan St. at this intersection.)
- Continue for 1-1/2 blocks.
- The library is on the right side of the street - a large, tan-colored brick and glass building with a parking lot in the front.

By BART

- Get off at the San Leandro station.
- **Bus:** You can take an *AC Transit* bus from the BART station to the Main Library
- **Walk:** When exiting the station, walk to your left toward the intersection of San Leandro Blvd. & Davis St.
- Cross San Leandro Blvd. and walk east up Davis St.
- Continue for 4 blocks to East 14th Street.
- Cross East 14th St. (You will see Long's Drugstore on the corner.)
- Davis St. turns into Callan St. here. Continue up Callan St. for 1-1/2 blocks.
- The library is on the right side of the street - a large, tan-colored brick and glass building with a parking lot in the front.

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

**Thursday, December 12, 2013
4:00 p.m.**

**StopWaste
1527 Webster Street
Oakland, CA 94612
(510) 891-6517**

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

I. CALL TO ORDER

President Anu Natarajan called the meeting to order at 4:03 p.m.

II. ROLL CALL

Chris Kirschenheuter
Barbara Halliday
Michael Peltz
Anu Natarajan
Daniel O'Donnell
David Ralston
Steve Sherman
Minna Tao (arrived 4:10 p.m.)
Laureen Turner
Gordon Wozniak

Absent:

Don Biddle

Staff Present:

Tom Padia, Recycling Director
Pat Cabrera, Administrative Services Director
Meghan Starkey, Senior Program Manager
Meri Soll, Program Manager
Arliss Dunn, Clerk of the Board

Others Present:

Roger Bradley, City of Dublin
Celeste Storrs, City of Livermore
Patrick Hayes, City of Oakland
Dennis Corbett, City of Pleasanton
Jennifer Auletta, City of San Leandro

III. ANNOUNCEMENTS BY THE PRESIDENT

President Natarajan introduced new board member Michael Peltz. Mr. Peltz will serve as the Solid Waste Industry Representative. Mr. Peltz works for Waste Management Inc., and provided an overview of his background and experience.

IV. CONSENT CALENDAR (P&O & RB)

- | | | |
|----|--|--------------------|
| 1. | Approval of the Draft Minutes of November 14, 2013 (Gary Wolff) | Action |
| 2. | Board Attendance Record (Gary Wolff) | Information |
| 3. | Written Report of ExParte Communications | Information |

Ms. Turner made the motion to approve the Consent Calendar. Mr. Wozniak seconded and the motion carried 9-0 (Biddle and Tao absent).

V. OPEN PUBLIC DISCUSSION

There was none.

VI. REGULAR CALENDAR

President Natarajan reordered the agenda. The Mid-Year Budget Adjustments, Item #2 was presented first.

- | | | |
|----|---|--------------------|
| 1. | Municipal Panel on Construction and Demolition Debris Recycling
(Tom Padia & Meghan Starkey) | Information |
|----|---|--------------------|

Meghan Starkey provided an overview of the staff report and introduced member agency staff. The staff report is available here: <http://www.stopwaste.org/docs/candd-12-12-13.pdf>

The panel consisted of: Roger Bradley, City of Dublin, Celeste Storrs, City of Livermore, Patrick Hayes, City of Oakland, Dennis Corbett, City of Pleasanton, and Jennifer Auletta, City of San Leandro.

The audio of the discussion is available here: <http://www.stopwaste.org/docs/cd-panel.mp3>

Ms. Natarajan and other board members reaffirmed their support for the new municipal presentation format.

- | | | |
|----|---|---------------|
| 2. | Mid-Year Budget Adjustments (Tom Padia, 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's operations and as outlined in the attached resolution (Attachment A). Staff further recommends that the Programs and Administration Committee and the Planning and Organization Committee recommend to the Authority Board to adopt the proposed mid-year budget revisions as they pertain to the Authority Board's operations and as outlined in the attached draft resolution (Attachment B). Also included in this report as information only, is the draft resolution for the Energy Council which will be presented to the Council at the December 18, 2013 meeting.

Pat Cabrera provided an overview of the staff report. The report is available here: <http://www.stopwaste.org/docs/midyear-12-12-13.pdf>

Mr. Padia indicated that he Board is considering the Recycling Board portion of the budget which is attachment A of the staff report. Ms. Turner made the motion to approve the staff recommendation. Mr. Wozniak seconded and the motion carried 9-0 (Biddle and Tao absent).

- | | | |
|----|--|---------------|
| 3. | Election of Officers for 2014 (Tom Padia) | Action |
|----|--|---------------|
- Elect Officers for 2014.

Ms. Turner made the motion to elect Ms. Natarajan as President. Ms. Halliday seconded and the motion carried 10-0 (Biddle absent). Mr. Wozniak made the motion to elect Mr. O'Donnell as 1st Vice President.

Ms. Natarajan seconded and the motion carried 10-0 (Biddle absent). Ms. Natarajan made the motion to elect Ms. Turner as 2nd Vice President. Mr. Wozniak seconded and the motion carried 10-0 (Biddle absent).

4. 2014 Proposed Calendar of Meetings (Tom Padia)

Action

Adopt the regular meeting schedule for 2014.

Mr. Padia recommended the 2014 proposed calendar be revised to move the joint Boards September 24th meeting up one week to September 17th to avoid conflict with Rosh Hashanah. Mr. Padia indicated that the Recycling Board/P&O Committee meeting on September 11 could be cancelled as the time drew closer if there were not enough agenda items to support two meetings in September, and the same could apply to the April 10th RB/P&O meeting prior to the joint Boards meeting on April 23rd.

Ms. Turner made the motion to approve the revised 2014 Proposed Calendar of Meetings. Mr. Wozniak seconded and the motion carried 10-0 (Biddle absent).

5. Grants to Non-Profits; Release of Competitive RFP (Tom Padia & Meri Soll)

Information

http://www.stopwaste.org/docs/12.12.13_rb_grants_presentation.pdf

Ms. Turner stated that although she is not a strong proponent of tours, she would recommend to include tours of some grant recipients in lieu of meetings in order to witness the Board's funding in action. Ms. Turner further inquired about a discussion held in the Spring with Mr. Wolff regarding water filling stations. Ms. Turner stated the stations have been installed in two schools in Livermore and are estimated to have saved approximately 1,000 water bottles per day per school, and encouraged staff to look at ways to include as diversion targets. Ms. Soll stated staff received water filling station grant applications from HARD (Hayward Area Recreation Department) and we're developing a pilot project to determine before and after data.

Mr. Sherman encouraged StopWaste to use its bully pulpit to encourage member agency staff when renegotiating franchise agreements to include non-profits such as food rescue programs with respect to collection, distribution, storage, etc. Ms. Halliday proposed that Board members could visit grant recipients in their jurisdictions and report back to the Board as a whole. Board members requested electronic blurbs and links about grants availability that they could include in their communications with constituents and on social media. Ms. Soll stated that she will provide a list of the grantees and their focus area and possibly hold a board meeting at a selected venue.

Board members thanked Ms. Soll for the report.

VII. OTHER PUBLIC INPUT

There was none.

VIII. COMMUNICATIONS/MEMBER COMMENTS

There was none.

IX. ADJOURNMENT

The meeting adjourned at 5:25 p.m.

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

**Thursday, January 9, 2014
3:00 p.m.**

**Davis Street Transfer Station
2615 Davis Street
San Leandro, CA 94577
(510) 638-2303**

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

I. CALL TO ORDER

President Anu Natarajan called the meeting to order at 3:05 p.m.

II. ROLL CALL

Pauline Cutter for Laureen Turner
Barbara Halliday
Chris Kirschenheuter
Anu Natarajan
Daniel O'Donnell
Michael Peltz
David Ralston
Steve Sherman
Minna Tao
Gordon Wozniak

Staff Present:

Gary Wolff, Executive Director
Tom Padia, Recycling Director
Else Lebsack, Program Services Specialist
Roberta Miller, Program Manager
Tyler Carlson, School Intern
Arliss Dunn, Clerk of the Board

Others Present:

Rebecca Jewell, Waste Management, Inc., former Recycling Board Member
David Tucker, Waste Management, Inc.
Olga Bolotina, Community Outreach Director, Council member Dan Kalb, District 1
Taylor Smiley, Environmental Policy Intern, Oakland City Council

III. OPEN PUBLIC DISCUSSION

Olga Bolotina announced that Oakland City Council members Dan Kalb and Lynette McElhaney signed a Letter of Support for Zero Waste Services Negotiations to include competitive wages and family health benefits for recycling workers when negotiating franchise agreements.

VI. Tour

1. Davis Street Transfer Station:

Rebecca Jewell provided an overview of the recycling operations and Waste Management's plans for new ways to recycle. Ms. Jewell led the tour of the transfer station.

2. StopWaste Education Center:

Roberta Miller and Tyler Carlson provided an overview of the Education Center.

1X. ADJOURNMENT

The meeting adjourned at 4:50 p.m.

2013 - ALAMEDA COUNTY RECYCLING BOARD ATTENDANCE

	J	F	M	A	M	J	J	A	S	O	N	D
REGULAR MEMBERS												
D. Biddle		X	X	X	X	X	X	A	X	X	A	A
B. Halliday		X	X				X	X	X	X	X	X
N. Ivy	X	X	X	X	X	X	A	A				
R. Jewell	X	X	X	X	X	X	X	X	X	A	X	
R. Kaplan	X	I	X									
C. Kirschenheuter	X	X	X	X	X	A	X	X	A	X	A	X
J. Mahon	X	A	X	X	X	X						
A. Natarajan	X	X	X	X	X	X	I	I	X	X	I	X
D. O'Donnell	X	X	X	X	X	X	X	X	X	X	X	X
M. Peltz												X
D. Ralston									X	X	X	X
T. Reid	X	X	X	X	X	X	X	A				
S. Sherman									X	X	X	X
M. Tao									X	X	X	X
L. Turner	X	X	I	X	I	X	I	A	X	X	X	I
J. Wile	X	X	I	X	X	X						
G. Wozniak	X	I	I	I	X	X	X	X	X	X	X	X
INTERIM APPOINTEES												
P. Cutter								X			X	X
L. Ellis			X									
D. Kalb			X	X								
Pentin					X		X					
L. Tam							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

2014 - ALAMEDA COUNTY RECYCLING BOARD ATTENDANCE

	J	F	M	A	M	J	J	A	S	O	N	D
REGULAR MEMBERS												
B. Halliday	X											
C. Kirschenheuter	X											
A. Natarajan	X											
D. O'Donnell	X											
M. Peltz	X											
J. Pentin												
D. Ralston	X											
S. Sherman	X											
M. Tao	X											
L. Turner	I											
G. Wozniak	X											
INTERIM APPOINTEES												
P. Cutter	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



February 13, 2014

TO: Recycling Board

FROM: Gary Wolff, 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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February 5, 2013

TO: Authority & Recycling Board

FROM: Gary Wolff, Executive Director

SUBJECT: Informational Report on Grants Issued Under ED Signature Authority

General Mini-grant and board agendas by giving the Executive Director authority to sign contracts and grant agreements less than \$50,000. A condition of the new grant policy is that staff inform Board members of the small grants issued at the next regularly scheduled Board meeting.

Grants – January 15 2014 - February 12, 2014

Project Name	Grant Recipient	Project Type/Description	Location	Verification	Grant Amount	Board
Bottle Refill Stations	Hayward Area Recreation and Park District	General Mini-grant Program	Hayward	Final report	\$5,000	RB
Organics Diversion	Valley Montessori School of Livermore	General Mini-grant Program	Livermore	Final Report	\$1,577	RB

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DATE: February 4, 2014

TO: Alameda County Recycling Board

FROM: Gary Wolff, Executive Director

BY: Tom Padia, Principal Program Manager

SUBJECT: Accumulated Measure D Fund Balance Exceeding Policy Threshold –
Approval of City of Livermore Expenditure Plan

BACKGROUND

The County Charter (Measure D) directs that 50% of Recycling Fund revenues (from the \$8.23 per ton landfill surcharge) "...shall be disbursed on a per capita basis to municipalities for the continuation and expansion of municipal recycling programs." (Subsection 64.060(B)(1)).

At the November 9, 2006 meeting the Recycling Board adopted Resolution #RB 2006-12 (copy attached), establishing rules regarding municipal accounting of Measure D revenues and expenditures, and eligibility to receive further disbursements when a specified unspent fund balance threshold is exceeded. These new rules took effect July 1, 2007 for the 2007/2008 fiscal year. Specifically, the policy states:

Any municipality receiving per capita disbursements of Recycling Fund monies under the Alameda County Waste Reduction and Recycling Act, Section 64.060, shall present to the Board for its approval a written expenditure plan if, at the end of any fiscal year, that municipality has an unspent balance of such monies that exceeds the sum of the municipality's last eight quarterly Recycling Fund per capita disbursements.

If the municipality fails to provide that written plan or the Board does not approve that plan, the municipality shall be ineligible to receive further disbursements per Section 64.060. The municipality shall not be eligible for further disbursements until the required plan is submitted and approved by the Board and all such forfeited monies shall be disbursed to the remaining eligible municipalities on a per capita basis.

Reports from municipalities accounting for revenues and expenditures in FY 12/13, and ending fund balances as of June 30, 2013, were due to StopWaste on October 18, 2013. The City of Livermore reported an unspent fund balance as of June 30, 2013 of \$491,624, which exceeded the sum of their prior eight quarterly disbursements (\$473,248). Consequently, the City of Livermore has submitted the attached Expenditure Plan showing how they intend to spend down their Measure D fund balance below the "last 8 quarterly disbursements" threshold by June 30, 2015, the end of next fiscal year. Additionally, Livermore is asking for Recycling Board review and possible revision of the policy on unspent fund balances.

The Recycling Board has dealt with one prior instance of a municipality exceeding the Measure D fund balance policy threshold when the City of Hayward submitted an Expenditure Plan that the Board approved in December 2008. Hayward followed their Plan and reduced their fund balance below the policy threshold within two fiscal years, similar to the proposed plan submitted by Livermore. Other municipalities have reported unspent fund balances very close to, but not exceeding, the policy threshold while others routinely spend all or nearly all of their Measure D funds each year.

DISCUSSION

The purpose of the Board policy on accumulated fund balances is to ensure that Recycling Fund monies are used consistently to continue and expand municipal waste reduction programs. The adopted Board policy states:

In evaluating a municipality's proposed expenditure plan, the Board shall consider the following:

- The proposed specific use(s) of the remaining balance and future disbursements.
- The proposed length of time, or schedule over which disbursed funds or fund balances would be used.
- The scope or amount of funds proposed to be expended over the term of the plan.
- The extent to which the plan is designed to meet or promote the provisions, goals or policies of the Act including but not limited to timely expenditure of the funds "for the continuation and expansion of municipal recycling programs."
- Any other objective and reasonable factors that may be presented by the municipality to support its contention that its proposed plan meets or promotes the provisions, goals or policies of the Act.

The City of Livermore proposes to spend down their Measure D fund balance over the next 16 months to a level below the policy threshold by the end of FY 2014/2015. \$405,000 is earmarked for salaries, benefits and administrative costs over the two fiscal years. One full time staff position focused on waste reduction activities has been vacant since May 2013.

Management has been engaged in a process (now completed) to convert the formerly generically-titled staff position to a new Recycling Specialist classification and recruitment is currently underway. \$321,000 has been allocated for consultant services to evaluate fiscal impacts of participation in Phase 2 of the Mandatory Recycling Ordinance and to design and implement an outreach campaign to optimize commercial participation in organics diversion. The other primary use of Measure D funds in Livermore's expenditure plan involves costs related to one-time purchases of compost, mulch, recycled-content plastic benches and recycling containers (\$200,000).

These are all eligible uses of Measure D funds and are in line with how other jurisdictions are using their Recycling Fund revenues.

Livermore has projected annual 5% declines in per capita Measure D payments due to long term declines in landfill volumes and the success of local diversion efforts.

<u>Livermore</u>	Fund Balance as of 6/30/13:	\$491,624
	Estimated Measure D Revenues	
	FY 2014 and FY 2015:	\$439,043
	Earned Interest on Fund Balances	<u>\$ 4,000</u>
	Total Fund Balance + Revenues:	\$934,667
	Minus Planned Expenditures FY 14 & 15:	< \$926,680>
	Projected Fund Balance 6/3/2015:	\$ 7,987

The projected fund balance as of June 30, 2015 of \$ 7,987 is well below the projected sum of the previous 8 quarterly disbursements of \$ 439,043. Ongoing staffing expenses, augmented by modest levels of assistance from consultants and contractors and/or purchases of recycled content supplies, if needed, should keep Livermore under the fund balance threshold moving forward.

In their letter (Attachment B) Livermore requests that the Recycling Board consider revising the fund balance policy threshold to the sum of the jurisdictional per capita payments over the last four years (16 quarters) instead of the current two years (eight quarters), due to the declining quarterly allocations and a desire to be able to accumulate funds for strategic plan implementation. Recycling Board staff would like an opportunity to explore and develop multiple options in this regard, discuss the issues with other member agency staff, and return to the Recycling Board in the future with various potential options aimed at maximizing the effectiveness of this dedicated waste reduction funding source.

RECOMMENDATION

It is recommended that the Recycling Board:

- Approve the Expenditure Plan submitted by the City of Livermore and find that Livermore is eligible to continue receiving its quarterly per capita disbursements from the Recycling Fund through June 30, 2015, while it expends its Measure D funds according to the Expenditure Plan or on other eligible uses.
- Direct staff to return to the Board in the future with options for revising the Fund Balance Threshold.

Attachments:

Attachment A – RB Resolution #2006-12

Attachment B-City of Livermore FY 2013/14-2014/15 Measure D Expenditure Plan

Attachment C-City of Livermore Annual Measure D Programs Report – FY 2012-2013

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ATTACHMENT A

ALAMEDA COUNTY SOURCE REDUCTION AND RECYCLING BOARD

RESOLUTION #RB 2006-12

MOVED: Quan
SECONDED: Jeffery

AT THE MEETING HELD NOVEMBER 9, 2006

ADOPTION OF RULES REGARDING MUNICIPAL ACCOUNTING AND FUND BALANCES OF RECYCLING FUND PER CAPITA ALLOCATIONS

WHEREAS, the Alameda County Charter Section 64 (the Alameda County Waste Reduction and Recycling Act of 1990, hereinafter the "Act") states that "The Recycling Board shall formulate rules for its own procedures and other rules as necessary to facilitate the implementation of the provisions of this Act," (Subsection 64.130(J)); and

WHEREAS, the Act states that fifty percent of the monies from the Recycling Fund shall be disbursed on a per capita basis to municipalities for the continuation and expansion of municipal recycling programs (Subsection 64.060 (B)(1)); and

WHEREAS, Subsection 64.040 (C) of the Act requires the Recycling Board to conduct an independent audit every five years of recycling programs within the County including, but not limited to, an accounting of the monies spent from the Recycling Fund, and to develop recommendations based on the audit findings; and

WHEREAS, the Recycling Board has concluded "Phase One" of the current 5 Year Financial and Compliance Audit for the period FY 2001/02 through FY 2003/04 and has considered and discussed recommendations relating to the accounting and accumulation of Recycling Fund monies by the municipalities; and

WHEREAS, the Recycling Board has distributed copies of the "Phase One 5 Year Financial and Compliance Audit" by R3 Consulting Group, Inc. to staff of the municipalities and has solicited comments from municipal staff on the proposed rules; and

WHEREAS, the Recycling Board itself has discussed the proposed rules at the October 12, 2006 meeting and set the November 9, 2006 meeting for final consideration and adoption; and

WHEREAS, the Recycling Board hereby finds that the adoption of rules, policies and procedures clearly defining municipal responsibilities to monitor, track and report on Recycling Fund revenues, expenditures and fund balances will facilitate implementation of the Act; and

WHEREAS, the Recycling Board hereby finds that the adoption of rules, policies and procedures establishing guidelines regarding municipal use of Recycling Fund per capita disbursements, the accumulation of unspent fund balances, plans for the use of such accumulated funds, and eligibility to receive further per capita disbursements will facilitate implementation of the Act;

NOW, THEREFORE, BE IT RESOLVED, that the Alameda County Source Reduction and Recycling Board approves and adopts the following rules:

Rule 1: Municipalities receiving per-capita disbursements of Recycling Fund monies under the Alameda County Waste Reduction and Recycling Act, Section 64.060 shall account for those disbursements in a manner that provides the following information for each fiscal year:

- the balance of unexpended per capita disbursements at the beginning of each fiscal year;
- Recycling Fund per capita disbursements received during each fiscal year;
- Recycling Fund per capita monies expended during each fiscal year; and
- the ending balance of unspent Recycling Fund per capita disbursements on hand at the end of each fiscal year.

The disbursements may be accounted for through the use of a pooled or separate account. In the event the Recycling Fund per capita revenues and expenditures are pooled with other monies within the accounts of the municipality, the municipality shall utilize a separate and distinct account code, such as an account number, object code, sub-object code, etc., to segregate the Recycling Fund per capita monies for accounting purposes in a manner that provides the required information.

Rule 2: Any municipality receiving per capita disbursements of Recycling Fund monies under the Alameda County Waste Reduction and Recycling Act, Section 64.060, shall present to the Board for its approval a written expenditure plan if, at the end of any fiscal year, that municipality has an unspent balance of such monies that exceeds the sum of the municipality's last eight quarterly Recycling Fund per capita disbursements.

If the municipality fails to provide that written plan or the Board does not approve that plan, the municipality shall be ineligible to receive further disbursements per Section 64.060. The municipality shall not be eligible for further disbursements until the required plan is submitted and approved by the Board and all such forfeited monies shall be disbursed to the remaining eligible municipalities on a per capita basis.

In evaluating a municipality's proposed expenditure plan, the Board shall consider the following:

- The proposed specific use(s) of the remaining balance and future disbursements.
- The proposed length of time, or schedule over which disbursed funds or fund balances would be used.
- The scope or amount of funds proposed to be expended over the term of the plan.
- The extent to which the plan is designed to meet or promote the provisions, goals or policies of the Act including but not limited to timely expenditure of the funds "for the continuation and expansion of municipal recycling programs."

- Any other objective and reasonable factors that may be presented by the municipality to support its contention that its proposed plan meets or promotes the provisions, goals or policies of the Act.

These proposed rules shall take effect July 1, 2007. Rule 2 will be applied to the Measure D Annual Reports submitted after the end of FY 07/08 and each year thereafter.

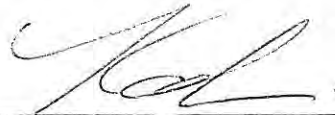
ADOPTED BY THE FOLLOWING VOTE:

AYES: Boone, Bourque, Jeffery, Landis, Leider, McCormick, Quan, Spencer, Storti, Wilson

NOES: None

ABSENT: Henson

ABSTAIN: None



Karen Smith, Executive Director

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February 6, 2014

Gary Wolff
Executive Director
StopWaste
1537 Webster St.
Oakland, CA 94612

Re: FY2013-2014 and FY 2014-2015 Measure D Expenditure Plan

Dear Mr. Wolff:

This letter serves as the City of Livermore's Measure D Expenditure Plan for the two-year period beginning July 1, 2013, through June 30, 2015 (FY 13/14 and FY 14/15), and is submitted in accordance with Rule 2 of the Alameda County Source Reduction and Recycling Board Resolution #RB 2006-12. Rule 2 limits any agency's Measure D fund balance to a maximum of the sum of the agency's last 8 quarterly Measure D disbursements. If this amount is exceeded, the agency must submit an Expenditure Plan and their Measure D funds are temporarily suspended.

Background

For the past several years, the City of Livermore has been diligent about spending its Measure D funds to enhance and promote recycling programs. In 2012, the City of Livermore, assisted by HF&H Consultants, completed a High Diversion Strategic Plan to determine how to best use its Measure D funds to achieve the Livermore City Council's goal of 75% diversion by 2015. The High Diversion Strategic Plan identified three primary opportunities to achieve this goal:

1. Support the Alameda County Waste Management Authority's Mandatory Recycling Ordinance;
2. Improve construction and demolition debris diversion efforts; and
3. Enhance public education and outreach efforts.

Since these opportunities have been identified, the City of Livermore has used Measure D funds to work toward the objectives identified in the High Diversion Strategic Plan. Specifically, the Livermore City Council has elected to participate in both phases of Alameda County Waste Management Authority's Mandatory Recycling Ordinance, streamlined the construction and demolition debris diversion program to capture more materials, and the City has enhanced participation in recycling programs through public outreach and education.

Despite Livermore's efforts to expend Measure D funds to support objectives identified in the High Diversion Strategic Plan, as of the end of FY 12/13, Livermore's Measure D fund balance exceeded the threshold defined by Rule 2 by slightly more than \$18,000. This overage is the result of unpaid salaries due to an unexpected vacancy, unexpended funds due to a contract that was executed later than anticipated (at the beginning of FY 2013/2014), and the declining maximum Measure D fund balance threshold as defined by Rule 2.

Discussion

In the coming two Fiscal Years (FY13/14 and FY 14/15), the City of Livermore's Measure D fund expenditures will continue to be focused on achieving and maintaining the objectives outlined in the High Diversion Strategic Plan and in support of the Livermore City Council's goal. However, some one-time expenditures are planned to quickly reduce the current fund balance. Planned expenditures are described below, and detailed in Attachment 1.

Administrative Costs

For the past several years, Measure D funds have paid for one, full-time administrative staff person focused on implementing the objectives of the High Diversion Strategic Plan. The now-vacant position has been re-titled "Recycling Specialist" and was approved by the Livermore City Council on January 13, 2014. Recruitment for the position is scheduled for February 2014, and the position should be filled shortly thereafter.

A part-time temporary staff member is also partially funded by Measure D in an effort to support the City's recycling and diversion efforts. Beginning in FY 13/14, a full-time benefited staff position will be partially funded by Measure D to provide oversight of the City's diversion programs.

Contractor Services

The High Diversion Strategic Plan identified participation in the County's Mandatory Recycling Ordinance as one of the opportunities to increase diversion. However, due to concerns about rate increases from participating in Phase 2 of the County's Mandatory Recycling Ordinance, the City of Livermore retained HF&H Consultants to study the expected impacts to the City's franchise costs and revenues. The study found that impacts were minimal, and on October 14, 2013, the Livermore City Council opted to participate in Phase 2 beginning July 1, 2014.

In addition, the City of Livermore has contracted with Gigantic Idea Studio for comprehensive outreach and community engagement on recycling and diversion practices, consistent with the objectives of the High Diversion Strategic Plan. This two-year effort includes outreach with measureable results, as well as a major effort to engage the Spanish-speaking members of the community, estimated at more than 20% of Livermore's population.

Recycling Related Purchases

In an effort to spend down Measure D reserves, one-time purchases of compost, mulch, recycled-content plastic benches, and recycling containers are planned.

In future years, Measure D revenue spending on administrative costs, combined with modest spending on recycling-related contractor services and purchases, are expected to avoid fund balances that exceed the threshold defined by Rule 2, Resolution #RB 2006-12.

Declining Measure D Funds and RB 2006-12

Since more agencies are now benefiting from Measure D funds compared to just a few years ago, and overall landfill tons are declining, the threshold for each agency is much lower compared to previous years. For example, in FY2008/2009, Livermore's threshold was nearly \$680,000; in FY 2012/2013 it was \$473,248 –more than 30% lower in just four years.

All Alameda County agencies will likely be impacted by this declining threshold, and the effected agencies may be compelled to spend Measure D funds without careful planning just to avoid exceeding the threshold defined by Rule 2. Instead, agencies should be encouraged to use funds strategically to maximize Measure D dollars to best promote recycling programs in their communities.

Given declining Measure D funds and resulting decreased thresholds for all agencies, Livermore staff requests that the Alameda County Source Reduction and Recycling Board revisit the fund balance threshold policy described by Rule 2 of #RB 2006-12. Livermore staff suggests that the threshold be increased to a maximum of 16 quarterly payments; this modification would allow agencies more time to better develop strategic plans to spend down their fund balance instead of prioritizing one-time major purchases.

Thank you for your consideration of Livermore's Expenditure Plan. The City of Livermore is committed to using Measure D funds to enhance and improve the recycling programs provided to the community. If you have any questions regarding the Expenditure Plan, please contact Public Works Manager, Judy Erlandson at jaerlandson@cityoflivermore.net or at (925) 960-8002.

Sincerely,



Marc Roberts
City Manager

cc: Tom Padia, Source Reduction and Recycling Director, StopWaste

Estimated Revenue and Expenses	FY 2013/2014 - FY 2014/2015	
Estimated Revenue		
Measure D Fund Balance, June 30, 2013	491,624	
Less Sum of Last Eight Quarterly Disbursements Per Board Resolution 2006-12 Rule 2		(473,248)
Amount Over Requirement		18,376
Add FY 2013/2014 Estimated Annual Disbursements, 5% decline	225,150	
Add FY 2014/2015 Estimated Annual Disbursements; 5% decline	213,893	
Add FY 2013/2014 Estimated Interest	2,000	
Add FY 2014/2015 Estimated Interest	2,000	
Total Fund Balance plus Estimated Revenue	934,667	
Estimated Expenses		
Administrative Costs - Personnel Salaries and Benefits (\$239,990 total per year beginning in FY 2014/2015; 3% increase per year) - 1.25 Permanent Employee with Benefits - 0.5 Temporary Employee	(405,490)	
Contractor Services (HF&H Phase 2 Study, GIS Outreach, etc.)	(321,190)	
Recycling Related Purchases (Compost, Mulch, Recycled-Content Plastic Benches, Recycling Containers, etc.)	(200,000)	
Total Estimated Expenses	(926,680)	
Estimated Fund Balance June 30, 2015	7,986	
Less Sum of Last Eight Quarterly Disbursements Per Board Resolution 2006-12 Rule 2		(439,043)
Amount Below Requirement		(431,057)

Attachment 1 – Measure D Revenues and Expenditures FY 13/14 and FY 14/15



ANNUAL MEASURE D PROGRAMS REPORT

Reporting Fiscal Year: Fiscal Year 2012/2013Submittal Deadline for this Report: October 18, 2013

1. Municipality Contact Information

Program Contact Information:

Municipality Name	City of Livermore
Contact Person	Judy Erlandson
Title	Public Works Manager
Telephone Number	925-960-8002
Email address	jaerlandson@cityoflivermore.net

Municipality Payee Information:

Payee Name	City of Livermore
Department	Accounts Receivable
Street Address 1	1052 South Livermore Ave.
Street Address 2	
City	Livermore, CA
Zip Code	94550

2. Measure D Payments Received for Fiscal Year 2012/2013

Choose One of the Following Methods for Reporting (Cash or Accrual Basis):

Cash Basis		
Quarter Ended	Date Received	Amount
June 30, _____		
September 30, _____		
December 31, _____		
March 31, _____		
June 30, _____	Next Period	

Accrual Basis		
Quarter Ended	Date Recorded	Amount
06/30/2012	Prior Period	
09/30/2012	11/30/2012	\$ 62,231
12/31/2012	2/28/2013	\$ 58,436
03/31/2013	5/31/2013	\$ 57,028
06/30/2013	8/27/2013	\$ 58,700

Total Measure D Funds Received: \$ 236,395.00

As the Chief Executive for City of Livermore, I hereby affirm that the revenues and expenditures described in this Annual Measure D Programs Report are true and correct.

City/Agency Manager

Date

ANNUAL MEASURE D PROGRAMS REPORT (continued)

3. Measure D Fund Balance Information for Fiscal Year 2012/2013

Beginning Fund Balance:	\$ 443,827.00
Plus Adjustments to Beginning Fund Balance:	\$
Equals Adjusted Beginning Fund Balance:	\$
Plus Total Measure D Funds Received (From Page 1):	\$ 236,395.00
Plus Interest Earned on Measure D Fund Balance*:	\$ (1,249.00) *
*Required if fund balance exceeds \$300,000 or prior year's disbursements, whichever is greater	
Less Total Measure D Expenditures (From Pages 3 and 4):	(\$187,349.00)
Equals Ending Measure D Fund Balance:	\$ 491,624.00

Explanation for Adjustments to the Beginning Fund Balance:

* This loss is reflected due to the book value versus the fair market value.

4. Program Expenditures for Fiscal Year 2012/2013

On the following pages, provide a brief description of activities financed by your program's Measure D allotments and costs incurred during this reporting period. Identify the cost category most closely describing the type of cost incurred. The table below identifies examples of costs in each of six (6) cost categories.

Cost Category	Cost Examples
Administrative Costs	
1. Administrative	<ul style="list-style-type: none"> Employee salaries Legal services Overhead expenses Employee benefits Insurances Contract management
Direct Costs	
2. Franchised Recycling Program	<ul style="list-style-type: none"> Commercial route curbside recycling collection Christmas tree curbside collection Residential route curbside recycling collection Food scrap and green waste collection
3. Outreach and Education	<ul style="list-style-type: none"> Promotional items Contests/achievement awards Earth Day events Green Schools outreach Recycling education Recycling drives Bay Area Recycling Outreach Coalition (BayROC) contributions
4. Physical Assets	<ul style="list-style-type: none"> Outdoor storage containers Recycled content playground structures Artificial turf football fields Recycled content furniture Curbside recycling carts
5. Professional Services	<ul style="list-style-type: none"> Rate review services Base year composition study Collection hauler contract services
6. Other Expenses	<ul style="list-style-type: none"> Paper supplies Subscriptions Memberships Postage

Notes:

Please provide supplemental documentation supporting the methodology used to allocate staff positions, equipment, supplies, services, or any other cost funded with Measure D monies (i.e., when a percentage of a cost is funded with Measure D monies).

For each employee that works on Measure D related activities, please provide the following supporting documentation for that employee:

- A complete description of the actual Measure D related activities that employee performed
- A description of the methodology used to allocate that employee's time to Measure D activities (when that employee spends time on other activities)
- Supporting documents that substantiate the allocation of an employee's time to Measure D activities (e.g., accounting system reports, summaries of employee timesheet records, or a current cost allocation plan that ties exact allocation percentages to those used in this Annual Report).

It is not sufficient to just estimate an employee's time spent on Measure D activities, without backup documentation.

ANNUAL MEASURE D PROGRAMS REPORT (continued)

4. Program Expenditures for Fiscal Year 2012/2013 (continued)

Item/Service: Administrative Costs - Personnel Salaries/Benefits Cost: \$ 124,123.15

Description of Cost:

Full-time staff: \$84,129.04 - Recycling and Diversion Coordinator tasked with administering the City of Livermore's recycling programs, managing grant funds received from StopWaste.org, the State of California, the Altamont Settlement Education Advisory Board, and/or other grants, and providing public education.

Part-time staff: \$3,678.43 - Recycling Department Assistant provides administrative support to full-time recycling staff on an as-needed basis.

Benefits for full- and part-time staff: \$36,315.68

Cost Category:

Administrative

Accts:

42010/20/50

Accts:

42570/80/89/90/72

Item/Service: City Overhead Charges Cost: \$ 5,171.37

Description of Cost:

Non-controllable charges for overhead such as fleet maintenance, fleet services, and insurance.

Cost Category:

Administrative

Accts:

43370/43630/44020

Item/Service: Recycling-Related Purchases Cost: \$ 19,826.83

Description of Cost:

Charges for supplies, reprographics, public outreach, public events, materials, and other charges relating to recycling-related programs such as shredding events; e-waste collection events; Spring compost giveaway event.

Cost Category:

Outreach & Education

Accts: 43480

Item/Service: Training & Education; Travel Expenses Cost: \$ 1,341.78

Description of Cost:

Expenses for Recycling Staff to attend trainings and conferences such as the CRRA Conference and the NCRA Recycling Update.

Cost Category:

Administrative

Accts:

42080/43280

Item/Service: Memberships & Subscriptions Cost: \$ 587.50

Description of Cost:

CACEO membership and Green Building Council

Cost Category:

Other Expenses

Accts: 44090

Subtotal: \$ 151,050.63

ANNUAL MEASURE D PROGRAMS REPORT (continued)

4. Program Expenditures for Fiscal Year 2012/2013

(continued)

Item/Service: Contractor Services Cost: \$ 36,327.87

Description of Cost:

Contractor services to assist in developing and implementing a public outreach, education, and marketing strategy for recycling services. (O'Rorke, Inc.)

Cost Category:

Professional Services

Accts: 43130

Item/Service: Cost: \$

Description of Cost:

Cost Category:

Item/Service: Cost: \$

Description of Cost:

Cost Category:

Item/Service: Cost: \$

Description of Cost:

Cost Category:

Item/Service: Cost: \$

Description of Cost:

Cost Category:

Subtotal: \$ 36,327.87



DATE: February 5, 2014

TO: Programs and Administration (P&A) Committee
Planning and Organization Committee (P&O)/ Recycling Board

FROM: Gary Wolff, Executive Director
Wendy Sommer, Principal Program Manager

SUBJECT: Regionalizing Bay-Friendly Landscaping

BACKGROUND

For more than a decade, StopWaste has promoted sustainable landscape practices in Alameda County through its Bay-Friendly Landscaping and Gardening (Bay-Friendly) projects as part of its multiple benefits strategy for preventing landscape-related waste, building market demand for recycled compost and mulch, and producing economic, environmental and quality of life benefits for the County's residents and employers.

Under the leadership of StopWaste and the non-profit Bay-Friendly Coalition (Coalition), the Bay-Friendly approach has had considerable success and achievements, including:

- All Member Agencies have Bay-Friendly policies or ordinances for civic landscapes
- 11 cities in Alameda County require Bay-Friendly Basics practices for certain private-sector landscapes
- 15 Member Agencies have 237 Bay-Friendly Qualified Professionals on staff with the City of Oakland qualifying 100% of their full time landscaping employees
- Awarded two Prop. 84/Department of Water Resources grants (\$430,000) to implement professional training and homeowner education
- Over 60 projects covering 222 acres have earned the Bay-Friendly Rated Landscape certification
- Over 1,200 trained Bay-Friendly Qualified Professionals
- 7,000 home gardeners participated in Bay-Friendly workshops
- 7 nurseries in Alameda County label plants as Bay-Friendly and 3 offer sheet mulch packages for lawn conversion
- Listed as Best Management Practice for landscaping by SF Bay Municipal Regional Stormwater Control Permit
- Bay-Friendly principles are endorsed by 27 public agencies, water districts and nonprofits

A timeline and complete list of accomplishments are included in Attachment 1.

In 2009, the Agency adopted a countywide Plant Debris Landfill Ban, ending the voluntary focus around source separation of plant debris. In 2010, the Board adopted the Agency's Strategic Plan, which identified that the best role for our organization as ensuring that high quality sustainability filters with a solid waste reduction impact (such as the Bay-Friendly Rated Landscape system and score card) are implemented in Alameda County through partner organizations. The Strategic Plan also called for a planning decision about future funding of our efforts to regionalize the Bay Friendly approach (in order to achieve greater scale and impact) beginning in FY2014-15.

DISCUSSION

With the plant debris ban, and infrastructure in place at the Coalition, to carry forward some Bay-Friendly work (trainings, workshops, rated landscapes), StopWaste can reduce its efforts to regionalize Bay-Friendly. Going forward, staff suggests that StopWaste invest more narrowly in sustainable landscaping activities that support our Strategic Plan Product Decision targets (e.g., local recycled content mulch and compost, alternatives to pesticides and other household hazardous wastes), and Member Agencies' needs for technical assistance, training and grants.

This shift would substantially reduce the budget for the Regionalizing Bay-Friendly project (1140), while keeping us in a position to continue influencing policies, standards and programs that affect our county. The current FY budget for Regionalizing Bay-Friendly is \$479,000. Our proposed approach will reduce this down to approximately \$125,000 in FY2014-15. (There is no assurance that our overall core budget will decline by this amount. That depends on the budgets for other projects -- which are being developed now -- and how we assign staff among projects.)

This shift in work has two parts: (1) local implementation with the Coalition, and (2) regional/statewide policy and standards coordination with a proposed Sustainable Landscape Council (see Attachment 2).

1. Local Implementation of Sustainable Landscape Activities

We recommend that StopWaste:

- Continue to sponsor the Coalition at \$25,000 per year, the same rate at which StopWaste sponsors Build It Green
- Continue serving on the Coalition's Board of Directors
- Enter into professional services agreements with the Coalition as necessary to implement Bay-Friendly programs in Alameda County that support our member agencies, including professional trainings, home gardener workshops, and rated landscapes administration. (funds for these agreements, when necessary, will come from another, existing project: Technical Assistance & Services).
- Continue partnering with the Coalition on implementation of grants to us or the Coalition, including serving as fiscal agent for two current Proposition 84 grants and pursuing new

funding opportunities. There are hundreds of millions of dollars of state and federal funds available in the next few years for efforts that reduce outdoor water use and strengthen climate change resiliency.

2. Regional and Statewide Coordination of Policies and Standards

A new non-profit organization, the Sustainable Landscape Council (SLC), is being formed to maintain and advance strategies and standards for resource-efficient landscaping based on the Bay-Friendly principles. A number of small, local nonprofit organizations such as the Bay-Friendly Landscaping & Gardening Coalition, Surfrider Foundation's Ocean-Friendly Gardens program, and EcoLandscape California/River-Friendly have been attempting to address the environmental opportunities and challenges of landscapes. Acting independently, however, they haven't had the capacity, funding or clout to create rapid or persistent change. The SLC will serve as a statewide umbrella organization that will provide standards and tools that are broadly consistent across the state yet are flexible enough to accommodate regional/local differences.

We recommend that StopWaste:

- Help launch the Sustainable Landscape Council, by providing seed funding for the SLC's first three years (\$50,000 in year 1, \$25,000 in years 2 and 3). This funding would be included in the Regionalizing Bay Friendly project budget (that is, the \$50,000 in year 1 is part of the estimated \$125,000 budget estimate stated above).

Why should StopWaste help launch the Sustainable Landscape Council?

- **To keep waste prevention front and center.** Without StopWaste continuing to play a leadership role in promoting sustainable landscapes, it's likely that waste prevention will take a back seat to other organization's agendas. As a key funder of SLC, StopWaste will have leverage to ensure that waste prevention remains a core practice of sustainable landscaping.
- **To uphold credibility.** Under StopWaste's leadership, the Bay-Friendly program established practical, effective standards for sustainable landscapes that have been embraced by public agencies, landscape professionals, property owners and residents in Alameda County and beyond. The SLC will work to ensure that the core principles of these standards do not get watered down.
- **To continue stimulating supply and demand for local green jobs.** There are now more than 1,200 landscape design, construction and maintenance professionals who have been trained to the Bay-Friendly standard. The SLC will leverage StopWaste's efforts in Alameda County by continuing to create robust demand for the services of sustainable landscape professionals and by serving as a statewide credentialing body to provide quality assurance for workforce training programs.

In summary, we recommend a three year 'conceptual commitment' from the Boards to continue our efforts in regionalizing Bay-Friendly with the following estimated budgets:

FY 2014/15 - \$125,000; FY 2015/16 - \$100,000; FY 2016/17 - \$100,000. The Regionalizing Bay Friendly work has been supported in the past by both the Waste Management Authority and the Recycling Board, but it is possible the Regionalizing effort will be supported exclusively by one of the Boards in some future years depending on other budget considerations.

The Product Decisions reserve currently contains about \$205,000. That reserve was established specifically to support Product Decisions projects which might be able to obtain significant external funding support, which is likely to be the case for both the efforts of the Coalition and the SLC. Consequently, this approach will require about \$120,000 of funding from operating revenue over the next three years.

RECOMMENDATION

Staff recommends that the Recycling Board direct staff to prepare budget proposals for each of the next three years that implement this general approach to Regionalizing Bay Friendly work, and that both Committees recommend to the Waste Management Authority Board that it also endorse this approach at its meeting on February 26th. The budget proposals will be included in the overall agency budget proposal in each of the next three fiscal years.

ATTACHMENT 1

Bay-Friendly Accomplishments 2002–2013

MEMBER AGENCY HIGHLIGHTS

- All 17 Member Agencies have Bay-Friendly policies or ordinances for civic landscapes
- 11 cities require Bay-Friendly Basics for new construction landscapes requiring a permit (90% compliance)
- Developed a Bay-Friendly version of the Model Water Efficiency Landscape Ordinance for use by Member Agencies
- Plant debris is banned from landfill
- 15 Member Agencies have Bay-Friendly Qualified Professionals on staff
- 100% of Oakland’s full-time landscape maintenance employees (94) are Bay-Friendly Qualified
- 63 Bay-Friendly Rated Landscape projects in Alameda County encompass 222 acres (48 projects completed; 15 pending)

WORKFORCE DEVELOPMENT HIGHLIGHTS

- 1,100+ Bay-Friendly Qualified Professionals in Bay Area include:
 - 236 Member Agency staff
 - 460+ private sector professionals in Alameda County
- 4% of all private sector landscapers and landscape architects in the Bay Area are Bay-Friendly Qualified¹
- Bay-Friendly Qualified Professionals influence the management of about 94,000 acres (146 square miles) in Alameda County, including:
 - 60,000+ acres of public parks
 - 34,000 acres of private property

This represents 20% of Alameda County and 13% of urban land in the Bay Area.²

- 19,000 Bay-Friendly Landscape Guidelines have been distributed

BAY-FRIENDLY PROGRAM HISTORY

2013	Trained Professionals Tops 1,100 10 th Annual BF Garden Tour
2012	11 Cities Adopt Bay-Friendly Basics for Permitted Landscapes
2011	First School Garden Tour
2010	Plant Debris Landfill Ban
2009	Bay-Friendly Coalition regional nonprofit founded First Design Training
2008	All Member Agencies Adopt BF Civic Policies Bay-Friendly Coalition Founded
2007	First Maintenance Training
2005	First Bay-Friendly Rated Landscape First Bay-Friendly Registered School Garden
2004	First Gardening Guide & Tour
2003	Landscape Guidelines Established
2002	Bay-Friendly Program Founded by StopWaste

¹ According to the US Census Bureau, the Bay Area has 21,000 private sector landscape professionals (landscape architects and landscapers). More than 850 are Bay-Friendly Qualified. In Alameda County, there are 5,115 private sector landscapers (not including landscape architects). About 220 (4.3%) are Bay-Friendly Qualified.

² StopWaste surveys found that Bay-Friendly Qualified Professionals influence the management of about 67 acres on average. Data on size of Alameda County public parks, and urban and total land area are from ABAG.

EDUCATION HIGHLIGHTS—RESIDENTS

- 14,000 people attended Bay-Friendly Garden Tours over 10 years
- 300 people registered their gardens as Bay-Friendly
- 20,000 Gardening Guides have been distributed in Alameda County
- 7,000 people participated in Bay-Friendly workshops
- 300 people attended Lose Your Lawn talks
- The how-to sheet mulch slideshow has been viewed 25,000 times
- 10 nurseries in Alameda County have labeled plants as Bay-Friendly
- 100+ sheet mulch packages have been sold for lawn conversion by three nurseries in Alameda County

EDUCATION HIGHLIGHTS—SCHOOLS

- 700 sixth-grade students participated in the Bay-Friendly Student Action Project, teaching their families about sheet-mulching and less-toxic pest alternatives
- 130 school garden coordinators, teachers and parents attended BF School Garden Tours
- 45 school gardens registered as Bay-Friendly
- 18,000+ square feet of bare ground and lawn at schools in Alameda County were sheet mulched and converted to Bay-Friendly Gardens by students
- \$75,000 of Prop. 84 grant funding was awarded to StopWaste and Oakland Unified School District for Bay-Friendly Schoolyard Project

REGIONALIZING BAY-FRIENDLY HIGHLIGHTS

- Bay-Friendly Coalition provides training and education in 7 counties
- 4 counties have Bay-Friendly Rated Landscapes
- \$430,000 of Prop. 84 grant funding was awarded to StopWaste and Bay-Friendly Coalition
- 27 Bay Area local governments, water districts, and nonprofits have endorsed the 7 principles of Bay-Friendly
- 2 regions have adapted and reprinted the Bay-Friendly Landscape Guidelines (*Russian River Friendly Landscape Guidelines* and the *Sacramento-area River Friendly Landscape Guidelines*), and a third region, Monterey, is interested in doing the same

THE RIPPLE EFFECT: ORGANIZATIONS THAT ENDORSE BAY-FRIENDLY PRINCIPLES

Many public agencies and nonprofit and educational organizations have joined ACWMA, its Member Agencies and the Bay-Friendly Coalition in endorsing the principles of Bay-Friendly Landscaping, including:

- Alameda County Water District
- Alameda County Clean Water Program
- American Society of Landscape Architects, Northern CA Chapter
- Association of Bay Area Governments
- California Academy of Sciences
- California Invasive Plant Council
- Cities of El Cerrito, Palo Alto, San Francisco, San Jose, San Pablo
- Dublin San Ramon Services District
- East Bay Municipal Utility District
- Ecology Center
- Marin Municipal Water District
- North Marin Water District
- San Francisco Public Utilities Commission
- San Francisco Estuary Project
- Santa Clara County
- Sustainable Conservation
- The Watershed Project
- University of California Agriculture and Natural Resources Department
- University of California Cooperative Extension Urban Horticulture Dept.
- Zone 7 Alameda County Flood Control and Water Conservation District

- U.S. EPA’s website includes *Bay-Friendly Landscape Rating Manual* in their GreenScape Resources (www.epa.gov/waste/conserve/tools/greenscapes/pubs.htm)
- GreenPoint Rated landscape criteria is based on Bay-Friendly
- Bay-Friendly Landscaping is designated as Best Management Practice by SF Bay Regional Water Quality Control Board

Estimated Impacts in Alameda County

It’s impossible to precisely quantify the cumulative environmental, economic and quality of life impacts of the Bay-Friendly program over the past 10 years. But we can put numbers to some of the efforts; for example, data provided by Member Agencies on their Bay-Friendly Rated Landscapes allows us to quantify results. We can also roughly estimate the impacts of Bay-Friendly Qualified Professionals in Alameda County. Survey responses indicate that they each influence the management of about 67 acres, on average. The benefits below are based on an estimate that Bay-Friendly Qualified Professionals are able to implement Bay-Friendly practices on one acre of irrigated planting area on average.

BENEFIT	BAY-FRIENDLY RATED LANDSCAPES	BAY-FRIENDLY QUALIFIED PROFESSIONALS
GHG emissions avoided ³	3,070 MTCO ₂ E	An estimated 58,300 MTCO ₂ E
	<u>Equivalent to the annual GHG emissions from:</u>	
	<i>618 cars, or 1,112 tons of waste sent to the landfill</i>	<i>12,146 cars or 21,835 tons of waste sent to the landfill</i>
Water saved ⁴	29.3 million gallons (90 acre-feet)	310 million gallons (952 acre-feet)
Area sheet mulched	22 acres	N/A
Plant debris prevented through sheet mulching existing lawns	416 tons	N/A
Compost and mulch used	10,176 tons	N/A
Waste diverted from landfill	233,000 tons	N/A

³ Bay-Friendly practices such as using compost and mulch reduce fertilizer, pesticide and water use and increase soil carbon storage, resulting in 53 MTCO₂E of avoided emissions per acre. Calculations based on emissions reduction data from David Edwards, California Air Resources Board (2010). This is estimating that each graduate is able to implement Bay-Friendly practices on at least one acre of irrigated landscape. Surveys of graduates indicate that they influence the management of 67 acres on average.

⁴ Based on conservative estimate of 50% water savings due to Bay-Friendly practices. Actual range of water savings is 30–95%.

ATTACHMENT 2

Sustainable Landscape Council

The Goal: Transform landscape design, construction and maintenance practices to rapidly produce substantial water and energy savings, reduce waste, prevent pollution, and strengthen regional climate change resiliency.

The Idea: Create a new statewide nonprofit organization that establishes and advances policies, standards and strategies that result in resource-efficient, climate-adaptive landscapes.

The Problem: Proven, cost-effective strategies exist today that can dramatically reduce the impacts of landscaping practices on water use, greenhouse gas emissions, and water and air quality, and that can provide an array of associated economic, environmental and quality of life benefits. However, uptake of these strategies has been slow due to a combination of factors, including piecemeal regulations, inconsistent or conflicting standards, limited awareness of best practices, and a general tendency for policymakers to focus on the impacts of buildings rather than landscapes.

A number of small, local nonprofit organizations such as the Bay-Friendly Landscaping & Gardening Coalition, Surfrider Foundation's Ocean-Friendly Gardens program, and EcoLandscape California have been attempting to address the environmental opportunities and challenges of landscapes. Acting independently, however, they haven't had the capacity, funding or clout to create rapid or persistent change.

The Opportunities: A statewide umbrella organization could establish and advance policies, standards and strategies for regional and local implementation by NGOs, public agencies, water agencies and landscape professionals.

The Approach: The Sustainable Landscape Council will establish, maintain and promote strategies for resource-efficient landscaping in the public, commercial, institutional and residential sectors. The SLC will maintain a set of sustainable landscape educational and outreach tools that are broadly consistent

California's Landscape Industry and the Potential Benefits of Sustainable Standards & Strategies

Landscape industry size: \$17 billion/yr

people employed: 160,000

Water used: 2.5 billion acre-feet/yr

→ Potential reduction: >50%

Pesticide use: 1.7 million lbs/yr

→ Potential reduction: Up to 100%

Synthetic fertilizer use: 2.7 million tons/yr

→ Potential reduction: Up to 100%

GHG emissions:

→ Bay-Friendly practices have potential to reduce GHGs by 54 MTCO₂E/acre

Stormwater pollution: 34% of stormwater samples from landscape areas are moderately or highly toxic

→ Potential improvement: Zero to low toxicity achievable

Economic cost of invasive species: \$2.4 billion/yr

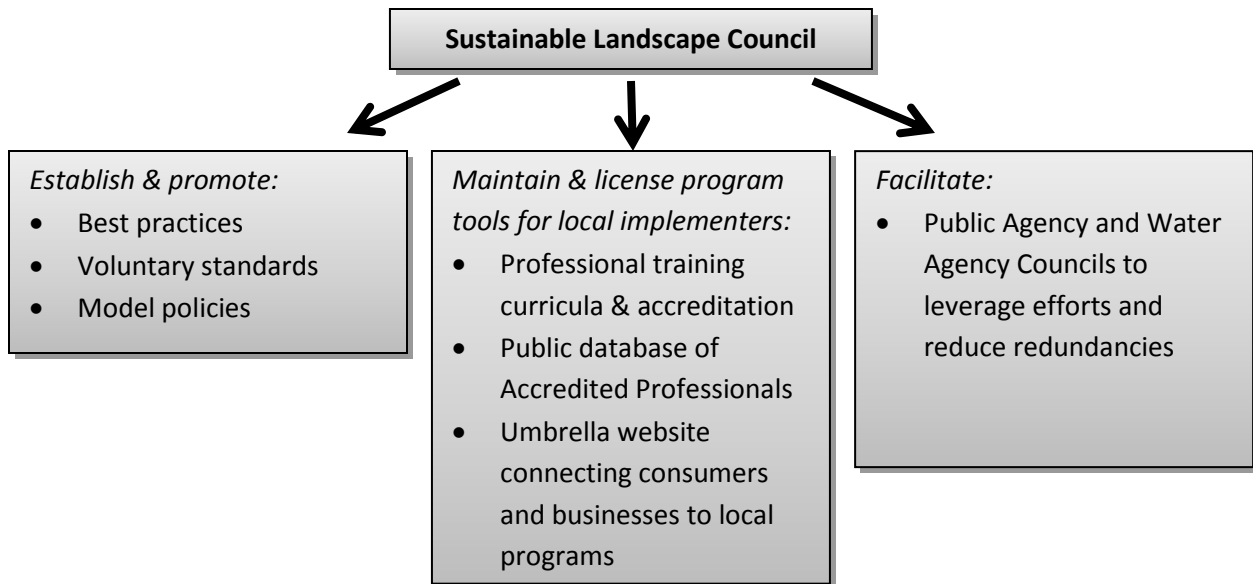
→ Potential benefit: Bay-Friendly standard prohibits planting invasive species

Amount of plant debris sent to landfill: 2.7 million tons/yr

→ Potential reduction: Up to 100%

across the state yet are flexible enough to accommodate regional differences in economic, cultural and environmental conditions.

The SLC would license use of these tools to organizations that can deliver local programs including professional trainings, outreach and education for commercial property owners, home gardeners, partnerships with local landscaping businesses, and more.



Operations: SLC will be a nimble, lean organization consisting of a part-time Executive Director working under the direction of a seven-member Board of Directors. Annual operating expenses will be in the \$50,000 to \$90,000 range. Revenue sources include licensing and membership fees, sponsorships and grants.

Members:

- Nonprofit organizations that implement local landscape-related programs such as Bay-Friendly Coalition, Surfrider Foundation/Ocean-Friendly Gardens program, Eco Landscape California/River-Friendly Landscaping, California Center for Urban Horticulture, and Ecology Action/Monterey-Friendly Landscaping
- Public agencies and water suppliers interested in collaborative efforts to deliver landscape water efficiency and climate adaptation programs, and shape sustainable landscape policy

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Date: February 5, 2014

To: Programs and Administration (P&A) Committee
Planning and Organization (P&O) Committee/ Recycling Board

From: Gary Wolff, Executive Director
Mark Spencer, Senior Program Manager

Subject: Measuring Waste Diversion

BACKGROUND

We cannot know if we are making progress at reducing waste unless we have an effective diversion measurement system. This memo summarizes some of the key information associated with measurement of waste diversion in California and Alameda County, but is not a comprehensive review of that topic. Instead, it provides a context for the recently mailed results of the newly implemented Benchmark Information Service, and offers an opportunity for board members and others to suggest improvements in the diversion measurements we perform.

DISCUSSION

The memo contains three subsections: disposed tons landfilled, diversion per the California state method, and 'good stuff in the garbage' -- our strategic plan approach to measurement.

Disposed Tons Landfilled

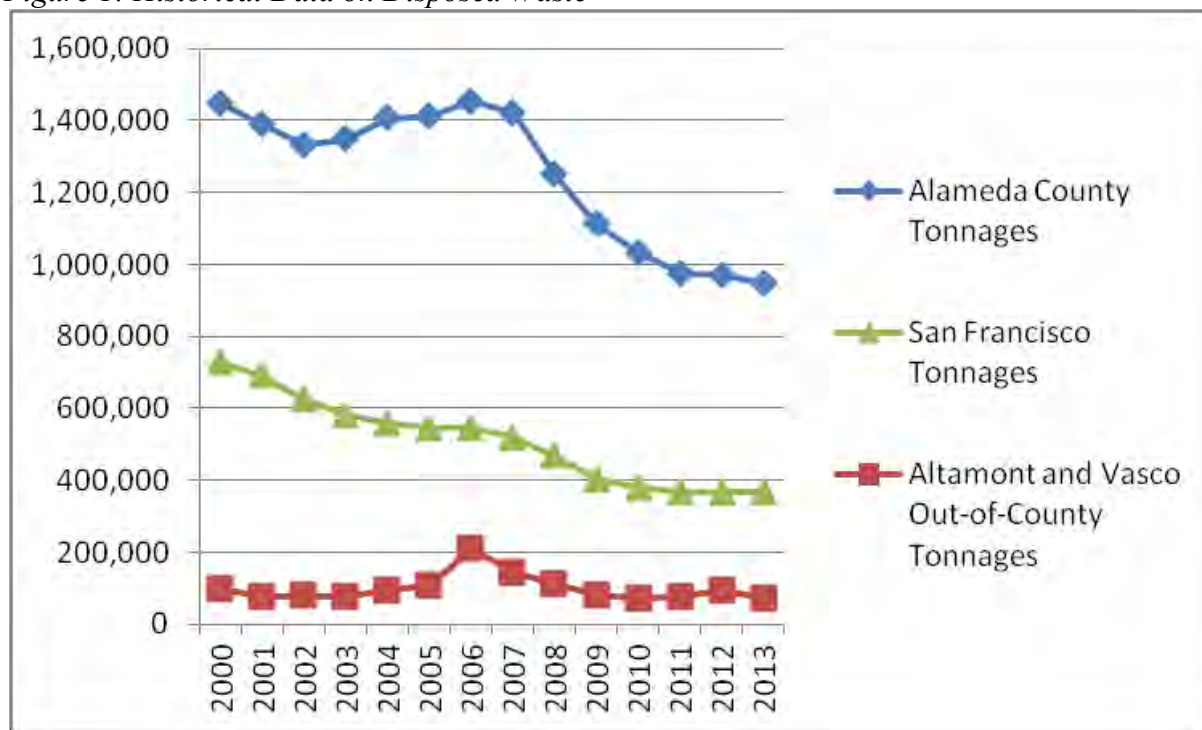
The simplest way to look at diversion from landfill is to look at how many tons have been landfilled each year over time. Figure 1 presents the annual data since 2000 for disposed waste originating in Alameda County, disposed waste originating in San Francisco County (but landfilled in Alameda County), and disposed waste from out-of-county locations other than San Francisco.

Figure 1 is a crude measure of diversion success since it is not adjusted for growth in population or the economy, which historically have pushed landfilled tonnages upward. But downward movement despite these factors means that diversion is increasing. For example, Alameda County disposed waste tonnages declined 8% from 2010 through 2013. There was a much larger decline from 2006 through 2010 (29%), but the economy contracted sharply in 2008 and 2009, so the decline is not necessarily a sign of diversion success. Still, because the decline began before the economic contraction, and has not reversed with economic recovery, it is clear that diversion programs are having some significant positive impact in Alameda County, at least since 2006.

By comparison, the tonnage histories for disposed waste from out of County, both from San Francisco and other areas (mostly San Ramon and self-haul from southern Contra Costa County

and western San Joaquin County) are flat in the last few years. Economic recovery could be entirely offsetting the impact of diversion programs in those areas of waste origin, or diversion programs in those areas have not diverted many new tons in recent years.

Figure 1: Historical Data on Disposed Waste



Diversion per the California Method

California developed a diversion calculation method in the early 1990s in order to determine whether municipalities achieved the state mandated diversion goals of 25% by 1995 and 50% by 2000. The method was changed twice subsequently; once to exclude so-called beneficial reuse materials from being counted as disposed waste, and later to eliminate an adjustment formula based on changes in retail sales tax (a proxy for economic growth). The California method is a type of 'disposal-based accounting' because it is based on tons landfilled and a base year 'magic number' that we will not explain here. It does not measure tons recycled, composted or otherwise diverted from landfill disposal.

The tons landfilled by jurisdiction are obtained from the state Disposal Reporting System (DRS), whose many weaknesses and inaccuracies have been discussed with the Boards previously. Still, as Table 1 shows, the method seems to be capable of identifying increases in diversion over sufficiently long periods of time. But over shorter periods of time, the numbers are unreliable due to errors in measurement or reporting of tons landfilled. For example, the Piedmont and San Leandro percentages in recent years definitely include significant reporting errors that we have been unable to resolve. Consequently, the overall countywide diversion percentage for 2012 (72%) is not a reliable measurement of diversion in Alameda County, and is therefore also not a reliable guide for improvement of our diversion programs.

Table 1: Historical Diversion Percentages per the State Method, Alameda County Jurisdictions

	1990	1995	2000	2005	2010	2011	2012
Alameda County Area	10	56	65	60	67	76%	72%
Alameda	15	48	65	68	75	72%	76%
Albany	20	42	62	70	83	79%	84%
Berkeley	18	41	49	53	76	74%	73%
Dublin	12	26	54	55	75	73%	76%
Emeryville	10	51	48	64	77	65%	70%
Fremont	19	49	62	63	74	73%	72%
Hayward	9	41	52	62	67	71%	72%
Livermore	4	26	50	63	73	74%	77%
Newark	15	27	53	62	69	72%	73%
Oakland	11	27	52	58	65	65%	66%
Piedmont	25	47	63	64	75	69%	71%
Pleasanton	15	28	48	53	71	73%	70%
San Leandro	10	34	51	59	69	77%	62%
Union City	11	49	61	62	77	75%	77%

[Note that under state law, the Alameda County Area is reported rather than the Castro Valley and Oro Loma Sanitary Districts, whose tonnages are allocated among the County and the Cities of Hayward and San Leandro for state reporting purposes.]

Good Stuff in the Garbage -- Our Strategic Plan Approach

We began countywide measurements implementing this strategic approach in 2011, the first year after adoption of the strategic plan in 2010. By 'good stuff' we mean recyclable and compostable materials that are accepted in the recycling and composting programs already in operation in our member agencies. About 900 garbage samples were taken from single family residences, selected randomly countywide. However, the samples were part of the Ready, Set, Recycle Contest; and as such, randomly selected routes were chosen first (prior to choosing random garbage carts from those routes). The selected routes were notified 4-6 weeks in advance of random cart sampling that 'the Contest is coming,' and that public recognition and small prizes would be awarded to the best recycling households. The advance notice included hang tags on all garbage carts on the chosen routes, and social and conventional media outreach. Results from the 2011 Ready, Set, Recycle Contest were presented publicly during development of the proposal for a benchmark information service in the spring of 2012, and are summarized again below.

The Contest continued in 2012 and 2013, but with fewer samples in total (about 600) and without advance notice as to where samples might be taken. The samples were spread among single-family, multi-family, and commercial accounts, in order to help us design a larger scale sampling program covering these three sectors. Beginning in July of 2013, sampling under the benchmark service was integrated with sampling for the Ready, Set, Recycle Contest.

Benchmark samples were taken from 2,295 single family residences and 1,134 commercial accounts in 2013. Between 100 and 150 residential samples were taken in each jurisdiction and an additional 150 samples were taken in Oakland due to its size and heterogeneity. The

commercial account samples taken by the study were stratified by member jurisdiction population and further divided into 9 categories: General Retail, Grocery, Industrial and Light Manufacturing, Office Professional, Restaurant, School, Shared Office, Shipping and Receiving and Strip mall/Shared Retail. These sample sizes enable us to reliably detect, with 95% confidence, changes greater than 4.8% in residential garbage percent composition and changes greater than 7.0% in commercial account categories. Multi-family and single family residential accounts did not seem to differ statistically in their waste composition based on around 150 multi-family samples taken in 2012, but we intend to take an additional 500 multi-family samples before July 1, 2014 to verify that result.

The weighted average of “percent good stuff in the garbage” for residential accounts in Alameda County in 2013 was 31.6%, a dramatic decline from the nearly 60% level of good stuff found in residential garbage in the 2008 Waste Characterization Study. The 2011 single family data found 41.3% good stuff in the garbage, and the 2012 single family samples found 38.1% good stuff in the garbage. We can conclude with 95% confidence based on these data that good stuff in single family garbage declined from 2011 to 2012, and again from 2012 to 2013.

The improvement from 2011 to 2013 was driven by across the board reductions in good stuff in the garbage regardless of cart size (20, 32, 64, or 96 gallon). So our discard management message -- don't put recyclable or compostable materials in the garbage -- is clearly being heard. Furthermore, our 2013 residential good stuff in the garbage percentage (31.6%) is better than the best practice reported in the recent SAIC five-year programmatic audit done for the Recycling Board (37% good stuff in the garbage in Boulder Colorado in 2011).

With respect to our year 2020 diversion objective of less than 10% good stuff in the garbage, progress is not so clear. In 2011, 17% of samples contained less than 10% good stuff; but in 2013 only 12% did. This may be the result of the advance outreach in 2011 described above. Knowing that the Ready, Set, Recycle contest is coming to your neighborhood specifically in the next 4-6 weeks is more motivating than knowing it might come to your neighborhood sometime during the year. Still, there is overall convergence among households toward having lower percentages of good stuff in the garbage: 48% of samples in 2011 had more than 40% good stuff in the garbage, but only 22% had more than 40% good stuff in the garbage in 2013.

We can't make the same comparisons for commercial accounts because we can't calculate the weighted average percentage of good stuff in commercial garbage in 2013. That is because we don't know what percentage of commercial waste is from the categories we sampled, such as restaurants or light manufacturing. Without knowing the percentage of commercial waste in each category sampled, we can't calculate a weighted average of commercial waste overall. We intend to address this issue in 2014. Casual inspection of the 2013 commercial data as compared with about 60% good stuff in the garbage in 2008 suggests that there has been progress since 2008, but not as much as in the residential sector.

Next Steps

The benchmark samples in 2014 will continue the same sampling intensity for single family residences and commercial accounts, but will also gather data from about 500 multi-family accounts. The sorting protocol may also be refined to provide more information about opportunities for organics reduction and possibly reusable transport packaging at shipping and

receiving facilities. For example, sorting compostable materials into food scraps and food contaminated paper may help to explain some of the variation in compostable materials between residential communities or between business categories. And that in turn should help us to improve the effectiveness of our and member agency diversion programs. Similarly, understanding the composition of garbage at shipping and receiving facilities may help increase the reach and effectiveness of our reusable transport packaging work by identifying specific facilities or types of facilities that have greater opportunities to implement reusable transport packaging.

Other ideas about how to make future sampling even more useful are welcome.

RECOMMENDATION

None, this memo is for information only.