

APPROVED

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

Thursday, February 14, 2019

9:00 A.M.

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

**Teleconference
Jerry Pentin
227 Squaw Valley Ste. 27
Olympic Valley, CA 96146
925-518-3036**

Members Present:

| | |
|----------------------------|-------------------------------|
| City of Albany | Rochelle Nason |
| City of Dublin | Melissa Hernandez |
| City of Livermore | Bob Carling |
| City of Newark | Mike Hannon |
| City of Oakland | Dan Kalb |
| Oro Loma Sanitary District | Shelia Young |
| City of Pleasanton | Jerry Pentin (teleconference) |
| City of Union City | Emily Duncan |

Absent:

| | |
|-------------------|---------------|
| County of Alameda | Keith Carson |
| City of Berkeley | Susan Wengraf |
| City of Fremont | Vinnie Bacon |
| City of Piedmont | Tim Rood |

Staff Present:

Wendy Sommer, Executive Director
Pat Cabrera, Administrative Services Director
Jeff Becerra, Communications Manager
Arless Dunn, Clerk of the Board

1. Convene Meeting

Chair Shelia Young called the meeting to order at 9:10 a.m.

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2. Public Comments

There were none. Chair Young recognized the attendance of Jaime Patino, the alternate for Union City. He was attending as an observer.

3. Approval of the Draft Minutes of January 10, 2019 (Pat Cabrera)

There were no public comments on this item. Board member Hannon made the motion to approve the draft minutes of January 10, 2019. Board member Duncan seconded and the motion carried 6-0 (Ayes: Carling, Duncan, Hannon, Hernandez, Pentin, Young. Nays: None. Abstain: None. Absent: Bacon, Carson, Kalb, Nason, Rood, Wengraf).

4. Multi-Year Fiscal Forecast (Pat Cabrera)

This item is for information only.

Pat Cabrera provided an overview of the staff report and presented a PowerPoint presentation. A link to the report and the presentation is available here: [Fiscal-Forecast.pdf](#). (Board members Kalb and Nason arrived during the presentation).

Board member Duncan inquired about how the agency is addressing the National Sword issue. Ms. Sommer stated that this is a national policy and the agency has convened a local task force that Meghan Starkey, Senior Management Analyst, is leading. The task force consists of haulers and member agency staff to challenges in finding markets for recyclables. As a local agency, we have minimal influence on national markets, but in the next fiscal year, we will be more involved in local recycling market development zones. The task force is currently focusing on messaging to the public and informing them to continue to recycle and the importance of proper sorting and keeping materials clean. Ms. Starkey added, there is also an effort to assemble a statewide task force to address the National Sword issue. Chair Young inquired if the agency is following SB 1383 closely. Ms. Sommer stated yes. Kelly Schoonmaker, Program Manager, is the lead staff person on SB 1383 and is attending meetings in Sacramento as well as convening meetings with member agency staff to coordinate comments for submission to CalRecycle. Chair Young stated that the National Sword issue has and will create more instability with respect to negotiations with franchise agreements and countywide rate increases. Chair Young added the City of Hayward recently increased their garbage rates and Castro Valley has a new hauler. Chair Young added it is a difficult issue and implored staff to keep abreast of the issues. Ms. Sommer stated that the fiscal report is good news and bad news as revenues are up and our fund balance is stable but tonnages are up as well. However, an increase in tonnages is also not a good measure of our success. The agency is now focused on reducing plastics in the waste stream and plastics is not a heavy material and not a good indicator when measuring tonnages. The agency is two years ahead of the goal of matching revenues to expenditures. Board member Pentin stated that at the end of 2015 and prior to Ms. Sommer being hired as Executive Director, the previous fiscal message projected that revenues would be declining and the agency would be facing a fiscal cliff. Board member Pentin acknowledged Ms. Sommer and staff for operating within a balanced and sustainable financial manner. Ms. Sommer thanked Board member Pentin for his comments.

Chair Young thanked Ms. Cabrera for her report and presentation.

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5. **RecycleWhere? Search Tool Update (Jeff Becerra)**

This item is for information only.

Jeff Becerra provided an overview of the staff report and presented a PowerPoint presentation. A link to the presentation is available here: [RecycleWhere-Presentation.pdf](#). Mr. Becerra acknowledged the team members that work on the RecycleWhere? Project: Robin Plutchok, Program Manager, and Jeanine Sidran, Senior Administrative Assistant.

Chair Young stated that there continues to be confusion regarding the “chasing arrows” recycling label as it doesn’t indicate that a product is recyclable. Mr. Becerra stated that labeling is a challenging issue that extends far beyond Alameda County and staff is working with organizations that are trying to address the issue, but it is a slow process. Justin Lehrer stated that the “chasing arrow” label on plastic containers signifies the type of resin used to make the product. The “How2Recycle” label was created to provide consistent and transparent on-package recycling information. Ms. Sommer added the challenge is working with haulers to eliminate the inconsistency and confusion regarding what is accepted and where to properly recycle materials. Board member Pentin stated that we should prioritize curbside as most people are confused about which item goes into which bin and it would be beneficial to provide instructions on which items are acceptable by jurisdiction as well as provide other methods for disposal of items. Chair Young stated that she appreciates staff for providing the link to the RecycleWhere? Search tool as she has utilized the tool and has posted the link on her individual Facebook page and on the Oro Loma page. Board member Hannon commented that the agency is going down the right path in informing the public about proper recycling, disposal, and reuse of products and added the app should be user friendly and also allow for uploading of photos of products and the app can advise on where to recycle or properly dispose of the item. Board member Pentin stated that the City of Pleasanton has an interactive mobile app that allows residents to report issues such as potholes, graffiti, illegal dumping and other requests for services by simply taking a photo and submitting it directly to the Operations Services Department. Mr. Becerra stated that staff will look into the technology. Board member Hernandez inquired about the timeline for launching the new site. Mr. Becerra stated that staff is looking at having a demo at the end of the fiscal year and hoping to roll-out the new site sometime this calendar year. Board member Duncan inquired if we should continue to push the current search tool or wait until we roll out the new site. Mr. Becerra recommended that we continue to use the current site as the information is current and useful. Chair Young stated that we should keep the RecycleWhere? tool along with the new site as well. Mr. Becerra stated that the new site will have both web based and app capabilities.

Chair Young thanked Mr. Becerra for his presentation.

6. **Member Comments**

Chair Young inquired about the status of the Davis Street OMRF. Ms. Sommer stated that it is scheduled for operation in 2020. Ms. Sommer displayed a copy of the new agency brochure. The brochure includes highlights of the agency’s accomplishments and projects. Ms. Sommer introduced Jennifer Luong, who was hired in early February as the new Financial Services Manager.

7. **Adjournment**

The meeting adjourned at 9:45 a.m.