

Dave Sadoff, **WMA President**
Castro Valley Sanitary District, WMA
Tim Rood, **WMA 1st Vice President**
City of Piedmont, WMA, EC
Deborah Cox, **WMA 2nd Vice President, EC 1st Vice President**
City of San Leandro, WMA, EC
Jim Oddie, **EC President**
City of Alameda, WMA, EC
Keith Carson, County of Alameda, WMA, EC
Rochelle Nason, City of Albany, WMA, EC
Susan Wengraf, City of Berkeley, WMA, EC
Melissa Hernandez, City of Dublin, WMA, EC
Dianne Martinez, City of Emeryville, WMA, EC
Jenny Kassan, City of Fremont, WMA, EC
Francisco Zermeño, City of Hayward, WMA, EC
Bob Carling, City of Livermore, WMA, EC
Michael Hannon, City of Newark, WMA, EC
Dan Kalb, City of Oakland, WMA, EC
Shelia Young, Oro Loma Sanitary District, WMA
Jerry Pentin, City of Pleasanton, WMA, EC
Emily Duncan, City of Union City, WMA, EC
Wendy Sommer, Executive Director

AGENDA

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

Wednesday, February 27, 2019

3:00 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 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

II. ROLL CALL OF ATTENDANCE

III. ANNOUNCEMENTS BY PRESIDENTS - *(Members are asked to please advise the board or the council if you might need to leave before action items are completed)*

IV. OPEN PUBLIC DISCUSSION FROM THE FLOOR

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 unless a shorter period of time is set by the President.

Page V. CONSENT CALENDAR

- 1 1. Approval of the Draft Minutes of January 23, 2019 (Wendy Sommer)**

VI. REGULAR CALENDAR

- 5 1. SB 1383 Short Lived Climate Pollutant Plan: Rulemaking Update (Kelly Schoonmaker)**
This item is for information only.
- 15 2. Materials-Energy-Climate Nexus (Miya Kitahara)**
This item is for information only.

3. Interim appointment(s) to the Recycling Board for WMA appointee unable to attend future Board Meeting(s) (Wendy Sommer)

(Planning Committee and Recycling Board meeting, March 14, 2019 at 4:00 p.m., StopWaste Offices, 1537 Webster Street, Oakland, CA)

VII. MEMBER COMMENTS AND COMMUNICATIONS FROM THE EXECUTIVE DIRECTOR

VIII. ADJOURNMENT

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

Wednesday, January 23, 2019

3:00 P.M.

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

**Teleconference
Dave Sadoff
Renaissance Indian Wells
44400 Indian Wells Lane
Indian Wells, CA 92210
(760) 773-4444**

I. CALL TO ORDER

First Vice President Tim Rood, WMA, called the meeting to order at 3:03 p.m.

II. ROLL CALL OF ATTENDANCE

City of Alameda	Jim Oddie, WMA, EC
City of Albany	Rochelle Nason, WMA, EC
County of Alameda	Scott Haggerty, WMA, EC
City of Berkeley	Susan Wengraf, WMA, EC
Castro Valley Sanitary District	Dave Sadoff, WMA (teleconference)
City of Dublin	Melissa Hernandez, WMA, EC
City of Emeryville	Dianne Martinez, WMA, EC
City of Hayward	Francisco Zermeño, WMA, EC
City of Newark	Mike Hannon, WMA, EC
City of Oakland	Dan Kalb, WMA, EC
City of Piedmont	Tim Rood, WMA, EC
City of San Leandro	Deborah Cox, WMA, EC
City of Union City	Emily Duncan, WMA, EC

ABSENT:

City of Fremont	Vinnie Bacon, WMA, EC
City of Livermore	Bob Carling, WMA, EC
Oro Loma Sanitary District	Shelia Young, WMA
City of Pleasanton	Jerry Pentin, WMA, EC

Staff Participating:

Wendy Sommer, Executive Director
Jennifer West, Program Manager
Richard Taylor, WMA Legal Counsel

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Arliss Dunn, Clerk of the Board

III. ANNOUNCEMENTS BY PRESIDENTS

First Vice President Rood welcomed the new members to the Board: Councilmember Francisco Zermeno, City of Hayward; Mayor Rochelle Nason, City of Albany; and Councilmember Emily Duncan, City of Union City.

IV. OPEN PUBLIC DISCUSSION FROM THE FLOOR

There was none.

V. CONSENT CALENDAR

1. Approval of the Draft Minutes of January 23, 2019 (Wendy Sommer)

2. Records Retention Schedule (Arliss Dunn)

That the WMA Board adopt the following as recommended by the P&A Committee:

1. Adopt the attached resolution and records retention schedule effective immediately.
2. Authorize the Executive Director to make administrative changes that are minor in nature and/or are consistent with applicable, state, local or federal laws or guidelines.

There were no public comments for the Consent Calendar. Board member Cox made the motion to approve the Consent Calendar. Board member Hannon seconded and the motion carried 16-0: (Ayes: Cox, Duncan, Haggerty, Hannon, Hernandez, Kalb, Martinez, Nason, Oddie, Rood, Sadoff, Wengraf, Zermeno; Nays: None. Abstained: None. Absent: Bacon, Carling, Pentin, Young)

VI. REGULAR CALENDAR

The Board adjourned to Closed Session at 3:05 p.m. and returned to Open Session at 3:15 p.m.

1. CLOSED SESSION

CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION – two Cases (Government Code section 54956.9(d)(1))

Name of case: Alameda County Waste Management Authority v. Waste Connections US, Inc. et al.
(Contra Costa County Superior Court Case No. CIVMSC18-01546)

Name of case: A.W. Stein & A.R. Boone v. Alameda County Waste Management Authority
(Court Of Appeal For The State Of California, First Appellate District, Case No. A154804)

There was nothing to report from the Closed Session.

2. Appointment to the Recycling Board (Wendy Sommer)

That the WMA Board fill the vacancy on the Recycling Board.

There were no public comments on this item. Board member Martinez made the motion to appoint Board member Zermeno (Hayward) to the Recycling Board. There were no other nominations. Board member Cox seconded and the motion carried 16-0:

(Ayes: Cox, Duncan, Haggerty, Hannon, Hernandez, Kalb, Martinez, Nason, Oddie, Rood, Sadoff, Wengraf, Zermeno; Nays: None. Abstained: None. Absent: Bacon, Carling, Pentin, Young).

3. Interim appointment(s) to the Recycling Board for WMA appointee unable to attend future Board Meeting(s) (Wendy Sommer)

(Planning Committee and Recycling Board meeting, February 14, 2019 at 7:00 p.m., San Leandro Senior Center, 13909 E 14th St, San Leandro, CA 94578)

There were no requests for an interim appointment.

EC President Oddie chaired the Energy Council items.

4. Election of Second Vice President (Wendy Sommer) (EC only)

Elect a new Second Vice President.

There were no public comments on this item. Board member Haggerty made the motion to elect Board member Hernandez to serve as the Second Vice President. There were no other nominations. Board member Zermeño seconded and the motion carried 16-0:

(Ayes: Cox, Duncan, Haggerty, Hannon, Hernandez, Kalb, Martinez, Nason, Oddie, Rood, Wengraf, Zermeño; Nays: None. Abstained: None. Absent: Bacon, Carling, Pentin).

5. 2019 PG&E Local Government Partnership Contract (Jennifer West) (EC only)

Adopt the attached Resolution authorizing the Executive Director to enter into a 2019 contract agreement with PG&E to continue the administration of the East Bay Energy Watch Strategic Advisory Committee and programmatic coordination and other related actions.

Jennifer West provided an overview of the staff report. A link to the report is available here: [2019-PGE-LGP-EBEW-Contract-Acceptance.pdf](#)

Board member Haggerty inquired if the PG&E bankruptcy would have any effect on the funding. Ms. West stated that it is unknown if the bankruptcy would impact the funding as the funds are pass-through funds from the CPUC and not directly from PG&E. Board member Zermeño inquired if we should wait until we see what will transpire as a result of the PG&E bankruptcy. Ms. West stated that the Civic Spark and Climate Corps Fellows are halfway through their project year and holding off on accepting the funding would impact the program as these positions are funded through these grant funds. Board member Cox inquired about any implications if we needed to pull out of the agreement and asked about the origin of the funds. Ms. West stated that ratepayers are charged a monthly fee on their bills that is allocated to a public goods fund. The CPUC approves the way the funding is used. Ms. West pointed out that this same fund supports our BayREN work and is not expected to be affected by the bankruptcy. Board member Wengraf inquired about how the funds are paid out. Ms. West stated that staff time is paid on a monthly basis and the fellows program is paid in one lump sum.

There were no public comments on this item. Board member Wengraf made the motion to approve the staff recommendation. Board member Haggerty seconded and the motion carried 16-0:

(Ayes: Cox, Duncan, Haggerty, Hannon, Hernandez, Kalb, Martinez, Nason, Oddie, Rood, Wengraf, Zermeño; Nays: None. Abstained: None. Absent: Bacon, Carling, Pentin).

VII. MEMBER COMMENTS AND COMMUNICATIONS FROM THE EXECUTIVE DIRECTOR

Board member Zermeño announced that the City of Hayward approved a project for the development of all electric houses and encouraged other cities to consider such projects. Board member Nason

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stated that the City of Albany was considering it. Board member Wengraf stated that the City of Berkeley is considering it as well, and added there is a lot of pushback as people like to cook with gas. Board member Wengraf announced that the Berkeley City Council passed a very progressive reuse ordinance that will require carry-out restaurants and coffee shops to use 100% compostable products, and sit-down establishments will phase into reuse only starting in 2020. Carry-out establishments will have to charge \$0.25 for a disposable cup in 2020 as well. The establishments will have one year to comply with the ordinance. Corporate kitchens, such as McDonald's, and smaller restaurants, can apply for a waiver if there is a provable hardship. Board member Wengraf encouraged all cities to consider such an ordinance. Ms. Sommer stated that staff is working with the Technical Advisory Committee to develop a working group to come up with a model ordinance. Board member Wengraf thanked StopWaste for its assistance. Ms. Sommer distributed the monthly topic brief "Reuse and Repair," available here: [Reuse-Repair-Topic-Brief.pdf](#)

VIII. ADJOURNMENT

The meeting was adjourned at 3:33 p.m.



DATE: February 27, 2019

TO: Waste Management Authority Board

FROM: Wendy Sommer, Executive Director

BY: Kelly Schoonmaker, Program Manager

SUBJECT: SB 1383 Short Lived Climate Pollutant Plan: Rulemaking Update

SUMMARY

At the October 11, 2018 committee meetings, staff presented an overview of SB 1383, The Short-Lived Climate Pollutant Plan, which directs CalRecycle to divert 75% of organics from landfill and recover 20% of edible food for human consumption by 2025. CalRecycle is currently developing the new regulations, which will be implemented and enforced largely by local jurisdictions, and will affect waste haulers, composters, food recovery organizations, and all organics generators, including single-family and multi-family residential. At the February 27 WMA meeting, staff will provide an overview of the Plan, an update on the rulemaking process, and StopWaste's activities related to the regulation development.

DISCUSSION

As discussed during the October 11 committee meetings, the regulations contain many planning, enforcement, monitoring, education, documentation, procurement, and reporting requirements for local jurisdictions. In December, the state released the new draft regulatory package for public comment, with few changes from the previous draft.

Since the release of the current draft regulations, StopWaste has continued to engage with CalRecycle, providing feedback based on our and our member agencies' experience implementing the Mandatory Recycling Ordinance and other programs. Staff has also convened two meetings of Food Recovery Stakeholders in Alameda County to discuss the new proposed requirements for food recovery organizations, generators, and jurisdictions.

RECOMMENDATION

This item is for information only.

ATTACHMENTS

Appendix A: October 11, 2018 Board Memo

LINKS

Draft Regulatory Text (updated link):

<https://www.calrecycle.ca.gov/docs/cr/laws/rulemaking/slcp/proposedregulations.pdf>



DATE: October 11, 2018

TO: Programs & Administration Committee
Planning Committee/Recycling Board

FROM: Kelly Schoonmaker, Program Manager

SUBJECT: SB 1383 Short Lived Climate Pollutant Plan: Rulemaking Overview and Implications

SUMMARY

CalRecycle is currently developing regulations to implement the Short-Lived Climate Pollutant Plan (SB 1383) to reduce greenhouse gas emissions, in large part by requiring organics recycling and edible food recovery throughout the state. Taking effect in 2022, these regulations represent a paradigm shift for local solid waste and recycling programs. This report provides an overview of the proposed regulations, rulemaking process, Alameda County's efforts to date, and potential future scenarios.

DISCUSSION

In September 2016, Governor Brown signed SB 1383 into law, with the intent that it would reduce emissions and their associated effects by targeting short-lived climate pollutants (SLCPs), such as methane. Although methane remains in the atmosphere for a relatively short period of time, it is about 80 times more powerful as a global warming pollutant than CO₂ on a 20-year time scale. Methane emissions from organic materials in the landfill constitute 21% of total methane emissions in the state. Statewide, organic materials make up one-third of the waste stream, and food continues to be the greatest single item landfilled. As such, reducing methane emissions in the near term would result in more immediate climate, air quality, and public health benefits than a strategy focused solely on CO₂.

SB 1383 directs the California Air Resources Board (ARB) to cut methane emissions by 40%. To meet this goal, the law requires:

- 50% reduction in the statewide disposal of organic waste from the 2014 level by 2020
- 75% reduction by 2025
- 20% of edible food currently disposed of recovered for human consumption by 2025

While the law establishes statewide targets, cities and counties will be responsible for implementation, enforcement, and funding at the local level. Cities and counties can designate responsibilities to a hauler or other entity, but are still ultimately responsible and accountable to

CalRecycle. The regulations:

- Include many new requirements. Rather than establish a performance-based standard of a minimum 75% reduction in organics at the local level, the regulations are highly prescriptive, with many detailed requirements for cities, generators, haulers, facilities, and food recovery organizations. To ensure jurisdictions comply with the requirements, the state sets numerous penalties on jurisdictions, haulers, and generators, ranging from \$50/violation to \$10,000/day.
- Cover many types of materials. The definition of organics is very broad, and includes paper, cardboard, textiles, carpet, manure, and biosolids, in addition to plant debris and food scraps.
- Cover all types of accounts. All generators are covered by the regulations, including commercial, multifamily, and single-family residential.
- Require cities to fund implementation. The legislation explicitly affirms that State funding is not required as cities can levy fees or other charges to increase services due to the regulations. Implementation will require new revenues, and will have franchise and rate impacts.

Timeline

The regulations take effect and are enforceable on January 1, 2022. To allow jurisdictions time to plan and implement budgetary, contractual, programmatic and other changes, the state intends to adopt final regulations in early 2019.

Scope of Regulations and Implications for Alameda County

Until the final regulation package is complete, it is uncertain exactly how SB 1383 will affect Alameda County jurisdictions and StopWaste programs. However, based on current draft, we can offer the following observations and general predictions on the how StopWaste programs align with SB 1383.

Collections, Enforcement, and Outreach Requirements

The Alameda County Mandatory Recycling Ordinance (MRO) shares many of the same generator requirements as SB 1383 for commercial and multifamily accounts, but SB 1383 has different and additional requirements. Changes to the MRO and our internal processes would be needed to comply with SB 1383. For example, SB 1383 requires more frequent inspections of accounts, route inspection for contamination, and more outreach and education.

SB 1383 also includes requirements for single-family generators, such as providing organics service to all customers and requirements for cart/bin labeling and color. Those requirements would fall on the jurisdictions to implement. Compliance will require a significant increase in StopWaste and Member Agency staff time, as well as hard costs.

Edible Food Recovery Requirements

The edible food recovery measures in SB 1383 require cities to implement edible food recovery programs to connect edible food generators with recovery organizations and services. This requirement creates an entirely new scope of work for jurisdictions, as edible food recovery has been conducted largely by non-profit organizations (often staffed by volunteers and typically crossing jurisdiction lines). Proposed requirements for cities are extensive, including conducting a study to estimate edible food disposal and additional capacity needed to reach the 20% goal. In addition, cities will be required to educate generators, maintain lists of edible food generators and recovery organizations, enforce requirements on food generators and recovery organizations, and keep extensive records.

StopWaste works on edible food recovery as part of a larger food waste reduction project that also addresses source reduction by providing grants, technical assistance, education, and outreach to schools, residents, institutional and commercial kitchens, and community organizations. As currently structured, this project would not meet the requirements proposed in SB 1383, but the project could adapt to support member agencies' implementation of the regulations.

Procurement

The current draft of SB 1383 set the following procurement targets for recovered organic waste products:

- Paper products: 75% of jurisdiction purchases must be 30% post-consumer content
- Compost and/or renewable natural gas (RNG) procurement must meet or exceed target as determined by CalRecycle, based on per capita organics generation and number of jurisdiction's employees

In response to feedback from jurisdictions throughout the state, CalRecycle has indicated that they will adjust these procurement goals, but will retain the numerical targets.

StopWaste has supported recycled content paper purchasing and the use of compost/mulch by providing technical assistance, model policy and Measure D funding to member agencies. Even with these efforts, member agencies would need to increase procurement of recycled content paper products, compost and/or RNG to meet SB 1383's goals.

StopWaste Efforts in Rulemaking to Date

In addition to the programmatic work mentioned above, StopWaste has played an active role in the SB 1383 rulemaking process. Some of our recommendations, made via an SB 1383 working group made up of member agencies' TAC members and direct conversations with CalRecycle, have been incorporated into draft language. This working group will continue to provide recommendations to CalRecycle for the remainder of the rulemaking process. We are also convening a group of edible food recovery stakeholders.

Opportunities

It is important for SB 1383 regulations to be practical for jurisdictions, generators, haulers, facilities, and food recovery organizations. Given the concerns outlined above, staff will consider possible

tasks as part of next year's budget (FY 19/20), such as development of countywide or model ordinances for edible food recovery, countywide capacity studies on edible food recovery and organics processing, etc.

RECOMMENDATION

This item is for information only.

ATTACHMENTS

Appendix A: CalRecycle Statutory Background

Appendix B: HF&H Summary of SB 1383

LINKS

Legislative Text:

https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160SB1383

Draft Regulatory Text: [Draft_SB_1383_Regulations_5.1.2018.pdf](#)

SB 1383 Statutory Background and Primary Regulatory Policies

5/1/2018

I. SB 1383 Statutory Guidance and Background

The Legislature directed CalRecycle to adopt regulations to achieve SB 1383's organic waste reduction targets.

(A) The targets and dates established in SB 1383 include:

1. By 2020, reduce organic waste disposal to **50 percent** below 2014 level;
2. By 2025, reduce organic waste disposal to **75 percent** below 2014 level.

The Legislature authorized CalRecycle to implement and enforce the regulations beginning in 2022. To achieve the targets the Legislature provided guidance and direction to the department regarding the design of the regulations.

(B) Legislative guidance directs CalRecycle to:

1. Include requirements to recover at least **20 percent of edible food** that is currently disposed by 2025;
2. Develop requirements consistent with the SLCP Strategy and the 2017 Integrated Energy Policy Report.

(C) Legislative guidance directs CalRecycle not to:

1. Impose organic waste disposal bans on individual landfills;
2. Require jurisdictions to issue penalties prior to 2024;
3. Impose the statewide 50 percent and 75 percent targets on individual jurisdictions;
4. Utilize the "Good Faith Effort" compliance model specified in PRC Section 41825.

(D) Legislative guidance allows CalRecycle regulations to:

1. Impose penalties on regulated entities of up to \$10,000 per day for noncompliance;
2. Require jurisdictions to impose requirements on relevant entities in their jurisdiction;
3. Establish different levels of requirements for jurisdictions;
4. Consider additional incentives and requirements based on a 2020 market analysis by CalRecycle and ARB.

The Legislature further authorized jurisdictions to charge and collect fees to fund compliance with the regulations, and to adopt, implement, and enforce additional requirements.

II. Primary SB 1383 Regulatory Policies

CalRecycle developed a regulatory framework that is consistent with the statutory requirements and direction included in SB 1383. The core aspects of the regulatory framework appear below. (Please see "**Policy Changes to SB 1383 Draft Regulatory Text**" for an outline of changes made to the October draft of the regulatory text).

(A) Activities Constituting a Reduction in Landfill Disposal

1. Disposal activities are actions that incorporate organic waste into a landfill.
2. Recovery activities are actions that remove organic waste from landfills and reduce methane release.

(B) Organic Waste Collection Services

1. Jurisdictions and haulers must provide residential and commercial organic waste collection services.
2. Jurisdictions must conduct minimum levels of education, outreach, and contamination monitoring.
3. Generators must subscribe to collection services for organic waste not reduced or managed on-site.

(C) Edible Food Recovery Programs and Services

1. Jurisdictions must implement and oversee food recovery programs.
2. Commercial edible food generators must establish documented arrangements with food recovery services.

(D) Procurement of Recovered Organic Waste Products

1. Jurisdictions must procure minimum levels of compost, renewable natural gas, or both.
2. Jurisdictions must meet minimum recycled content and recyclability standards for paper products.

(E) Reporting by Regulated Entities

1. Jurisdictions, haulers, and facilities must report annually or quarterly on compliance with the regulations.

(F) Enforcement and Oversight

1. CalRecycle will primarily oversee jurisdictions and entities outside of local government regulatory authority.
2. Jurisdictions will primarily oversee entities subject to their authority (generators, haulers, other entities).

(G) Organic Waste Recovery and Processing Standards for Facilities

1. Facilities must achieve recovery rates for organic waste that is collected with non-organic waste.
2. Facilities must reduce contamination in organic waste prior to sending for additional processing or recovery.

SB 1383 Summary Checklist

This SB 1383 Jurisdictional Checklist was prepared by HF&H Consultants, LLC based on CalRecycle's

May 2018 Draft SB 1383 regulations. HF&H provides this as a guidance document to highlight key requirements for jurisdiction compliance. In this checklist, jurisdiction means city or county. Requirements that pertain only to counties are labeled accordingly. Several items in this checklist may be assigned to a jurisdiction's designee; however, it is ultimately the responsibility of a jurisdiction to comply with SB 1383 pursuant to General Provisions, Section 0.1.2.c. Unless otherwise stated, jurisdiction compliance with SB 1383 shall occur by January 1, 2022. SB 1383 also includes requirements for generators, haulers, food recovery services, food recovery organizations, and facility operators, which are not summarized in this checklist.

Collection & Processing

- ☐ Offer organic waste collection services and recycling (30.a)
- ☐ May comply with Section 30.a by offering three-container collection system where (30.1):
 - Green container is for organics and is taken to organics recovery facility
 - Blue container is for paper, wood, dry lumber, and nonorganic recyclables and is taken to facility for recovery
 - Black container is for nonorganic waste; may include organic waste if it is taken to a high diversion organic waste processing facility
- ☐ May comply with Section 30.a by offering two-container collection system where (30.2):
 - Green container is for organics and is taken to organics recovery facility
 - Blue container is for paper, wood, dry lumber, and nonorganic waste
- ☐ May comply with Section 30.a by offering single-container collection system where (30.3):
 - Black container is for all materials and is transported to a high diversion organic waste processing facility
- ☐ Conduct route reviews of randomly selected containers for contaminants such that all routes are inspected quarterly (30.5)
- ☐ Contact generator and notify generator of recycling requirements if contamination is found (30.5.b)
- ☐ Physically inspect containers along routes if notified by processor that route contains contamination (30.5.d)
- ☐ Provide collection containers to generators that comply with color and labeling requirements when replacing containers or by January 1, 2032 (30.7-30.8)
- ☐ Place or replace labels on all containers with SB 1383 compliant labels by January 1, 2025 (30.8)
- ☐ Allow limited waivers for de minimus volumes and physical space constraints, and maintain records (30.11)
- ☐ Apply to CalRecycle for waiver or exemption if jurisdiction qualifies for low population waiver or rural jurisdiction exemption (30.12)

Edible Food Recovery

- ☐ Implement edible food recovery program that educates commercial generators and increases access to edible food recovery (10.1)
- ☐ Increase edible food recovery capacity if current capacity is insufficient (10.1)
- ☐ Develop and maintain list of food recovery organizations by February 1, 2022 (40.2.a)
- ☐ Annually provide Tier One and Two edible food generators with information about food recovery program, generator requirements, and food recovery organizations (40.2.b)

Procurement Requirements

- ☐ Procure a quantity of recovered organic waste, such as compost and renewable natural gas, that meets or exceeds the organic waste product procurement target as determined by CalRecycle (procurement may be satisfied by direct service provider to the jurisdiction) (12.1)
- ☐ Purchase at least 75% of paper products with recycled content of at least 30 percent (by fiber weight, postconsumer fiber) (12.3)

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Ordinances & Policies

- ☐ Adopt enforceable ordinance or similar mechanism requiring compliance with SB 1383 (Title 14, Division 7, Chapter 12) **(0.1.2.a)**
- ☐ Require organics haulers to identify facilities they will utilize as a condition of contract or agreement authorization **(70.1)**
- ☐ Adopt ordinance(s) or similar mechanism(s) requiring compliance with Sections **30.9, 70.3, 80.1, 9, 10.1, 12 and 16.1.b**

Enforcement & Penalties

- ☐ Implement inspection and compliance program for organic waste generators, edible food generators, and edible food recovery organizations by January 31, 2022 **(14.1)**
- ☐ Provide educational materials to regulated entities not in compliance from January 1, 2022 through January 1, 2024 **(14.1.a.4)**
- ☐ Investigate and maintain records of all complaints received **(14.3)**
- ☐ Take enforcement actions, including issuing notices of violations and penalties equivalent to or greater than those outlined in Articles 14 and 16 by January 1, 2024 **(14.4)**
- ☐ Pay penalties if assessed by CalRecycle **(15)**
- ☐ Impose penalties on non-compliant entities **(16.2)**

Education & Outreach

- ☐ By February 1, 2022, annually provide generators utilizing two or three-container system with information on properly separating materials, organic waste prevention, on-site recycling, methane reduction benefits, how to recycle organic waste, a list of approved haulers, and information related to food recovery **(40.1.a)**
- ☐ By February 1, 2022, annually provide self-haulers with information regarding their requirements (outlined in Section 70.3) **(40.1.b)**
- ☐ By February 1, 2022, annually provide generators utilizing single-container system information on organic waste prevention, on-site recycling, methane reduction benefits, how to recycle organic waste, a list of approved haulers, and information that their waste is processed at a high diversion organics facility **(40.1.c)**
- ☐ If more than five percent of jurisdiction's generators are "Limited English Speaking Households" or "Linguistically Isolated", outreach must be in a language or languages that assure information is understood by that community. **(40.1.f)**
- ☐ By February 1, 2022, annually provide businesses that generate edible food waste with information regarding the jurisdictions edible food recovery program, generator requirements, and food recovery organizations **(40.2.b)**

Record Keeping & Reporting

- ☐ By February 1, 2022, file an initial compliance report containing the ordinance(s) adopted, the date when containers will comply with standards in Sections 30.7-30.8, and the reporting items listed in the annual reporting section **(13.1, 13.2)**
- ☐ Commencing August 1, 2022, shall submit an annual report relative to their compliance with SB 1383 **(13.2)**
- ☐ Maintain all implementation records in a central location (physical or electronic) that can be made available to or accessed by CalRecycle within one business day **(0.1.d, 30.4.a, 30.6, 30.14, 40.3, 70.4, 10.2, 12.2, 14.2)**
- ☐ Counties shall report on capacity planning activities conducted in accordance with Sections 11.1, 11.2, and 11.3 beginning February 1, 2022. **(13.2.i)**

Capacity Planning

- ☐ Conduct organics waste recycling and edible food recovery capacity planning described below and report in 2022, 2024, 2029, and 2034 **(11.3)**
- ☐ Estimate the amount of organic waste disposed, verifiable organic waste recycling capacity available to the jurisdiction, and estimate the amount of new or expanded capacity required **(11.1)**
- ☐ If verifiable available organic waste recycling capacity is insufficient for jurisdiction's needs, submit an implementation schedule (including timelines and milestones) demonstrating how capacity will be secured by the end of the reporting period **(11.1)**
- ☐ Estimate the edible food that will be disposed by applicable generators, identify existing food recovery capacity available, identify new planned capacity, and calculate minimum capacity necessary to recover 20% of edible food disposed **(11.2.a)**
- ☐ If existing and planned edible food recovery capacity is insufficient for jurisdiction's needs, submit an implementation schedule (including timelines and milestones) demonstrating how capacity will be secured by the end of the reporting period **(11.2.b)**

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DATE: February 27, 2018

TO: Waste Management Authority Board

FROM: Wendy Sommer, Executive Director

BY: Miya Kitahara, Program Manager

SUBJECT: Materials-Energy-Climate Nexus

SUMMARY

At the December 19, 2018 WMA meeting and October 24, 2018 Energy Council meeting, the Boards updated their respective priorities. Three priorities now address the nexus of our work with climate change. At the February 27 WMA meeting, staff will discuss the connection between climate, materials, and energy.

DISCUSSION

To achieve the global greenhouse gas emissions levels recommended by climate scientists, economies and communities must transform their use of energy and materials. Increasingly, local communities are recognizing that the embodied carbon impacts of materials they consume (generated by the supply chain upstream of purchase and use) can outweigh the emissions generated within their geographic boundaries from burning fossil fuels for energy in buildings and transportation. Local governments are beginning to understand the intersection of materials and energy emissions, revealing parallels and trade-offs that inform policies and programs. Alameda County jurisdictions are proactively including materials related emissions in their climate action plan updates.

At its October 24, 2018 meeting, the Energy Council adopted two new priorities that address climate change and greenhouse gas (GHG) or carbon emissions:

- Member Agency Services: Continue Technical Advisory Group and Climate Action Planning support; coordinate with EBCE
- Zero Net Carbon with a focus on municipal buildings

On December 19, 2018, the WMA adopted an adjustment to a previous priority. The new language specifically addresses climate:

- Prioritize waste reduction and prevention projects that have beneficial climate impacts.

Many of the Agency's programs already reduce greenhouse gas emissions. With the additional climate emphasis of the recently updated Board priorities, staff is exploring how to more directly serve the member agencies' climate goals. Emerging themes include:

- **Materials management versus waste management:** Refocuses the emphasis on most effective and efficient uses of materials, long before they are turned into waste, recyclables, or compost. Materials management has a greater impact on greenhouse gas emissions.
- **Decarbonization:** Reduces the GHG or "carbon" emissions intensity of activities such as energy and material consumption through efficiency and renewable sources.
- **Clean and circular economy:** Seeks to reverse the linear economic trends of the past, which pushed employment opportunities outside of the region and increased global emissions. Bringing more economic activities into the region and powering them with clean energy (e.g. through community choice aggregation) reduces total emissions and builds a diverse and resilient economic base. Circular economy is also a key strategy to addressing the impacts of China's National Sword policy.
- **Lifecycle analysis (LCA):** Reveals the full scope of GHG emissions and other environmental impacts of a material or product from its extraction (cradle) through production, delivery, use, and ultimately disposal (grave, or cradle if re-entering production). LCA shows that embodied/upstream emissions are greater than landfill emissions in most cases. In the case of buildings and other energy uses, LCA allows a comparison between embodied emissions in materials and the operational emissions from on-site energy usage during the use phase.

These trends inform the Agency's activities, and highlight the advantage of having both materials and energy initiatives within one agency.

StopWaste staff presented to member agencies at a joint meeting of WMA TAC and Energy Council TAG on January 15, 2018, which brought together member agency staff working on recycling and energy. There was general agreement on the need to increase coordination between materials and energy work, and an interest to have StopWaste facilitate that coordination.

RECOMMENDATION

This item is for information only.

March 2019 Meetings Schedule

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

(Meetings are held at StopWaste Offices unless otherwise noted)

SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13:	14 9:00 AM Programs & Administration Committee Key Items: 1. FY 17/18 Audit 2. MRO Inspectors <hr/> 4:00 PM Planning Committee and Recycling Board Key Items: 1. Measure D Disbursements 2. FY 17/18 Audit 3. Municipal panel	15	16
17	18	19	20	21	22	23
24	25	26	27 3:00 PM Waste Management Authority and Energy Council Key Items: 1. Legislative Update	28	29	30
31						

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MEETING NOTES

Energy Council TECHNICAL ADVISORY GROUP (TAG)

Tuesday February 19, 2018 – 1:00 pm to 2:30 pm

Attendance:

City of Alameda: Marisa Johnson (Fellow)
City of Albany: Claire Griffing
City of Berkeley: Caytie Campbell-Orrock
City of Emeryville: Nancy Humphrey (phone)
City of Fremont: Rachel DiFranco (phone), Jake Silver (Fellow)
City of Hayward: Erik Pearson, Brandon Hutchens (Fellow)
City of Oakland: Shayna Hirshfield-Gold, Danielle Makous (Fellow)
City of Newark: Myvan Khuu-Seeman (phone)
City of Piedmont: Mira Hahn, Brooke Edell (Fellow)
City of Pleasanton: Derek Lee
City of San Leandro: Sally Barros
StopWaste: Jennifer West, Miya Kitahara, Jeffery Liang, Emily Alvarez, Candis Mary-Dauphin
Guests: Erin Kelly, AEA, Lauren Taymor, DNV GL, Doug Kot, DNV GL

AGENDA

Multifamily B-Ready Resiliency Pilot report - Erin Kelly, AEA and Lauren Taymor, DNV GL

Candis from StopWaste provided a brief introduction to the pilot program.

- After the Sonoma and Napa fires, there was interest in how energy efficiency work throughout the region could address resilience. Pilot included 5 projects in Sonoma County.

Erin Kelly, AEA and Lauren Taymor, DNV GL:

- The B-Ready tool was developed by DNV GL to measure resilience in existing buildings.
 - The tool scores properties on a scale of 1 to 100.
 - Score is based on building/envelope characteristics, such as insulation, windows, air sealing, etc., but also community connections and emergency preparedness.
 - Identifies improvements to be made.
- Pilot goals:
 - Understand how property owners value resiliency.
 - Explore incorporating resilience into existing energy efficiency programs.
 - Would adding resiliency encourage people to invest more?
 - What are the co-benefits of energy efficiency and resiliency?
- Pilot program included properties currently going through BAMBE program now or previously.
 - Report for each building showed B-Ready index and recommendations for improved resiliency.
 - Five buildings selected: market-rate properties, an HOA, and senior low-income, with size range (18 units to 287 units).
 - Scores ranged between 33 to 57 on the index.

- Highest scores were for buildings that had undergone energy efficiency upgrades.
- Most helpful strategies for resilience include those that reduce energy use, water use, or improve temperature controls (i.e. shades, window film or replacement, insulation).
- Lowest scoring building was the one that did not complete the BAMBE program.
- Most common recommendations:
 - Emergency backup power generation, especially with heat sensitive populations (ideally solar + storage with islanding capabilities).
 - Enhancing and communicating emergency evacuation procedures, including identifying on-site safe areas, evacuation routes, and post-emergency plans.
 - Improving communications and better understanding the community, including communication in multiple languages, identifying special needs of the community and checking in on vulnerable neighbors.
 - Most owners understood the tie-in with energy efficiency.
 - Many wanted additional resources, such as a road map to back up power generation, information on financial tools, or in-person workshops. No follow up yet to see if owners followed recommendations from the reports.
 - Lesson learned from the timing was that many building owners already had 2019 budgets allocated or lacked a funding source even if they expressed interest.
- Audit for resilience added minimal time and effort to the existing energy efficiency audits.

Policy Matrix – StopWaste staff

- Over the years, StopWaste has tracked many policies and sustainability efforts throughout the county, including green building ordinances, bay-friendly landscaping, waste diversion goals, climate action plan development, reach codes, etc. Some of these policies were linked to Measure D funding, and tracking also aided with “transparency and consistency” among Member Agencies.
 - There is renewed interest with reach code development, CAP 2.0, and other efforts (materials, electrification, etc.) to track existing and planned policies in a policy matrix that would track policies for all Member Agencies in one place.
 - Will help demonstrate successes throughout the County and point towards where efforts/resources can be combined in the future along with opportunities for StopWaste to provide technical support.
- A basic list of what to track, asking for input on what to add/track.
 - Post-TAG, Emily from StopWaste will fill in the matrix, share with Member Agencies via Google spreadsheet for them to edit/correct information, then conduct one-on-one interviews with each jurisdiction to get more information.

Lessons learned and comments shared:

- **Albany** Green Building Ordinance referenced LEED Gold and were unhappy with the checklist/requirements. They felt that the LEED Rating System did not provide enough weight to important issues in Albany, while provided too much credit for other items.
- **Hayward** repealed their Green Building Ordinance in 2015 because 2016 CalGreen surpassed local code. For municipal buildings, they still have a LEED standard.
- **Oakland** plans to repeal and replace their Green Building Ordinance in the next couple of years.

- They plan to adopt a new electrification-based reach code in the future.
- Would like to try a different approach to reach codes that are more collaborative and consistent. There is hope that StopWaste or EBCE can help facilitate.
- There was discussion on how long codes/measures seem relevant? Member Agencies want to make sure they age well since they can take a lot of effort to develop and adopt.
- **Albany** expressed concern with adopting reach codes for new construction in a smaller city where there isn't much being built. It can be a lot of work for few results.
- Member Agencies expressed interest in a TAG LEED update to go over LEED v4.
 - Similar to a presentation Wes Sullens gave to Albany's Sustainability Committee in 2018.
 - No interest in other LEED Rating Systems (WELL, LEED for Cities).
- **Oakland and San Leandro** completed a PEV readiness code, but need extra support for inspectors and enforcement. Reach codes are not effective without enforcement.
- For CAP2.0, **Oakland** plans to write a 10-year CAP that allows for flexibility for new technology and other innovations and is more adaptable, so it doesn't become outdated as quickly. Similar approach should be taken for reach codes.
- Policy matrix should include enforcement/trainings so cities can share that information. Incorporate staffing needs into ordinances?
- **San Leandro** acknowledged the challenges in keeping building inspectors informed and up to date.
 - If trainings earn CALBO (CA Building Officials) credit, it might be more effective. BayREN will be coordinating more with ICCs (International Code Council) and CALBO.
- **Hayward's** Heat Pump Water Heater training for building officials was attended by six people.
- Materials section of the matrix has embodied carbon, circularity, and healthy materials.
- **Albany** cited a desire to also include a soft story ordinance, resilience, waste, landscaping (and acknowledged that Bay Friendly requirements are outdated), Environmentally Preferable Purchasing policies (which may need to be updated), and EV ordinances beyond a reach code (such as electric municipal fleets).
- **Pleasanton**: keep the matrix simple if it is going to be useful.
- **Emeryville** City Council has been interested in a reach code for solar canopies on parking.
- **Fremont** intends to identify costs to implement their CAP2.0 when adopting the plan. They want to acknowledge that in order to make the plan a reality, there are budget and staffing implications.

PG&E happenings and response – StopWaste staff

Jennifer provided an update on PG&E bankruptcy and its effect on LGP

- Energy Council and PG&E do not yet have a signed contract for 2019.
- PG&E has a [reorganization website](#).
- A judge will be ruling soon on whether public purpose programs (LGPs) can be separated from bankruptcy proceedings.
- StopWaste is signing onto a letter to the CPUC urging quick execution of contracts for 2019.
- Effect on PG&E bankruptcy on Fellows supported by EBEW – there could be a delay in decisions on 2020 funding beyond the deadline for Fellows applications, which will impact many member agencies.

- There is a hope that EBCE may be able to fill funding gaps for fellows in the future.

BayREN and Board updates – StopWaste staff

- March TAG meeting may move to March 12 or 26
- Anu from StopWaste is watching certain bills for the 2019 legislative session. If additional legislative items need to be tracked, please let staff know.
- Jeffery from StopWaste provided updates on the BayREN Multi-Family, Single Family, and Home Energy Score programs.
 - Cumulative Single Family program participation tracking will change since the 2019 program has been unbundled and therefore difficult to compare to previous years.
 - Jeffery is scheduling combined workshops and home tours for 2019 bringing multiple programs together (such as EVs, Rising Sun, Grid Alternatives) to maximize participation.
 - Sending out letters about Multi-Family program workshops on 3/25 and 3/26. Cities suggest we send to property managers and include references to resilience.
- On March 8 there will be an in-person meeting on the Embodied Carbon Concrete working group to discuss policy language, city participation is encouraged.
 - Still have openings for pilot projects if there is an upcoming municipal project that would like to try low-embodied carbon concrete.
- Buy Clean Resolution: Sierra Club is asking for city support for implementation of AB 262. StopWaste can provide additional lines to cities addressing code changes to be consistent with model ordinance.
- At the last TAC meeting three items were covered: mandatory recycling ordinance updates, food share tables at schools, and Berkeley's foodware ordinance. SB 1383 implementation was also covered in a workshop.
- Best practices in solar planning and permitting webinar on 2/21 at 11:00 am.
- The Electrification Expo in Berkeley on February 8 was well attended (450 registrants) and feedback has been very positive.

Immediately following: East Bay Community Energy meeting – J.P. Ross, EBCE

Notes by EBCE, not StopWaste


1. Enrollment
 - Opt-outs, Opt-ups by city, product and sector
 - Collaborative customer engagement strategy
2. Local Development Activities: (25 min)
 - 2019 proposed activities
 - 2020 planning cycle
3. Discussion

City of Livermore: Judy Erlandson (phone) joined

UPCOMING TAG MEETINGS: March 19, 2019 (may be rescheduled)

- Natural Building Materials to reverse Climate Change – Massey Burke

Berkeley goes nuclear on single-use plastic

 [latimes.com/opinion/editorials/la-ed-plastic-crackdown-berkeley-20190124-story.html](https://www.latimes.com/opinion/editorials/la-ed-plastic-crackdown-berkeley-20190124-story.html)

By The Times Editorial Board

Jan 24, 2019 | 3:05 AM



Discarded cups in a garbage container in Berkeley, Calif. on Jan. 23. (Ben Margot / Associated Press)

Thank heavens for Berkeley. The famously liberal Bay Area city's government may go over the top at times, but is not afraid to take tough and unpopular stands against public health and environmental threats. It adopted the nation's first tax on sugary drinks, for example. It was an early adopter of curbside recycling and banned polystyrene (what you might think of as Styrofoam) 30 years ago, way before it was hip to do so.

So perhaps it was only natural that Berkeley would be the first California city to take on the challenge of crafting a truly comprehensive plan to reduce single-use plastic trash. After months of hearings and study, the City Council adopted the Single-Use Disposable Foodware and Litter Reduction Ordinance on Tuesday to force a shift from plastic to compostable food containers. If everything goes as planned, by this time next year the flow of plastic containers, cups, lids and utensils from restaurants, fast-food outlets and other businesses serving prepared food within city limits will have virtually stopped.

The city's goal, however, is not just to change the composition of its trash piles. It's also to reduce them. Waste, no matter its makeup, comes with a cost to manage. (At least part of the justification for the new ordinance is to cut back on cleanup costs and to meet regional goals of zero litter in stormwater by 2022.) To that end, Berkeley consumers will be required to pay an extra quarter on every takeout cup they use, even after restaurants switch to compostable ones.

The city's goal is not just to change the composition of its trash piles. It's also to reduce them.

City officials estimate that about 40 million to-go cups are used every year in Berkeley alone, so the fee will generate a fairly sizable amount of cash. The businesses get to keep the money and can use it to offset the higher cost of supplying compostable takeout containers, but they are required to make sure that customers know they are getting dinged for not bringing in a reusable cup. Fees are known to change behaviors.

Also, dine-in restaurants in Berkeley will be prohibited from using anything but reusable cups, forks, plates and the like, starting in mid 2020.

There are other elements of the ordinance that bear mentioning. The city plans to set up a grant program to help dine-in restaurants make the transition to reusable plates and cups. The city will install more composting bins to deal with both the heavy volume of compostable takeout containers as well the food remains they carry. And in three years, the city plans to establish a program to develop reusable takeout containers, which has never been done on a large scale so far. If the city can find a model that works, that could be a game-changer for takeout trash worldwide.

Enter the Fray: First takes on the news of the minute »

In short, this is a big deal, and officials in other cities and the state capital ought to pay close attention. It's the kind of broad approach we have urged policymakers to develop, given the vast amount of plastic waste accumulating on the planet — particularly in oceans, rivers and other waterways. So far, the response has been to adopt bans or restrictions on individual items, such as grocery bags or plastic drinking straws. Those kinds of policies get attention but don't make appreciable dents in the staggeringly high — and ever-growing — volume of disposable plastic produced every year.

Meanwhile, plastic is piling up in the natural environment because it doesn't biodegrade. Instead, it breaks down into small pieces that are easily ingested by sea birds and creatures, killing some of them. Microplastic particles, which may contain toxins, have been found pretty much everywhere, including in our drinking water and in the food chain. The long-term health effects of this aren't well studied, but are unlikely to promote good health.

Berkeley, at least, answered the call to think beyond bags and straws. And while we're not endorsing every piece of this complex ordinance, officials there deserve credit for the courage and patience it took to enact such an ambitious, aggressive waste reduction effort that could serve as the test case for other cities and states.

Business

Big Consumer Brands Will Start Taking Their Packaging Back

By [Emily Chasan](#)

January 24, 2019 2:00 AM

- ▶ Ice cream, soda, dish soap to be sold in reusable containers
- ▶ Pepsi, Unilever, P&G sign onto pilot program in Europe, U.S.

In this article

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NESTLE SA-REG
 84.46 CHF
 ▲ +0.18 +0.21%

PEP
PEPSICO INC
 108.58 USD
 ▼ -0.77 -0.70%

UNA
UNILEVER NV-CVA
 46.40 EUR
 ▼ -0.40 -0.85%

PG
PROCTER & GAMBLE
 93.42 USD
 ▼ -0.18 -0.19%

CA
CARREFOUR SA
 17.28 EUR
 ▼ -0.18 -1.00%

In the environmentalist mantra “reduce, reuse, recycle,” almost all of the attention has been paid to recycling. Now some of the world’s biggest consumer brands are trying to shift the focus to the second R, with a program that provides products in reusable containers that can be returned for a refund.

The durable packaging program, called “Loop” -- a reference to a theoretical circular economy where nothing is wasted -- debuted at the [World Economic Forum](#) in Davos Thursday. Led by New Jersey-based recycling company [TerraCycle](#), Loop will offer popular products from about 25 companies including Nestle, Unilever, Procter & Gamble and PepsiCo in reusable containers that customers order online or purchase in stores and return to the company when finished.



Loop delivery Source: Loop

The effort evokes the milkman of the 1940s, or even the glass bottle deposits still collected today. In many ways, that’s a better model, said TerraCycle founder Tom Szaky. “In the milkman model, the packaging was owned by the dairy and this kind of garbage didn’t exist.”



About 80 percent of all plastic [ends up in landfills or the ocean](#), and grocery packaging creates more waste than the popular scapegoats of plastic bags and straws. “We can’t recycle or clean our way out of this. We have to stop the waste from entering the system to begin with,” Szaky said.

By mid-May, products from Loop will initially be available [online](#) to customers in Paris through Carrefour and, in the

U.S., in New York, New Jersey and Pennsylvania. TerraCycle is finalizing grocery partnerships in the U.S. and Toronto, adding distribution through London's Tesco later this year, and targeting Tokyo in 2020.



Haagen Dazs ice cream Source: Loop

Loop will collect a refundable deposit that customers will get back when they return their containers. UPS will pick up the empties for no additional charge. Even allowing for the energy required to transport and prepare the products for reuse, the program reduces waste, TerraCycle says. It won't stop the stream of plastic waste entering the ocean, but the containers do recover their environmental cost of production after three or four uses.

The brands developed the durable containers with their own product designers. Clorox wipes will come in a shiny aluminum tube, Tropicana orange juice and Hellman's mayonnaise will ship in durable glass. For Haagen-Dazs, Nestle designed a double-walled aluminum jar that actually keeps ice cream colder than the waxed-cardboard disposable packaging.

"Reusability does bring an additional element of complexity," said Simon Lowden, president of PepsiCo's Global Snacks Group. The company's designers wanted to keep the packaging looking "fresh and untampered" and make sure it can be cleaned multiple times. The beverage company is also betting on reusable packaging in other parts of its business, most notably its \$3.2 billion acquisition of SodaStream last year.



Tropicana orange juice and Quaker Cruesli chocolate Source: Loop

"We are looking to help build a world where plastics need never become waste," Lowden said. "Trials like this help us evaluate the future potential for reusable models and our ability to scale initiatives."

The packaging is about twice as expensive for manufacturers to produce, but the cost is offset through accounting rules that allow companies to depreciate the expense for wear and tear.

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TerraCycle has invested about \$10 million in the project, using its free cash and raising capital. "It's a very big bet, but why not?" Szaky said. "Baby boomers look at this nostalgically and say this is how we used to do it, while millennials say, 'I'm sick of all this plastic waste.'"