

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

Tim Rood, **President**
City of Piedmont

Toni Stein, **1st Vice President**
Environmental Educator

Dianne Martinez, **2nd Vice President**
City of Emeryville

Adan Alonzo, Recycling Programs

Greg Jones, City of Hayward

Bernie Larrabe, Recycling Materials Processing Industry

Peter Maass, City of Albany

Daniel O'Donnell, Environmental Organization

Michael Peltz, Solid Waste Industry Representative

Jerry Pentin, City of Pleasanton

Steve Sherman, Source Reduction Specialist

Wendy Sommer, Executive Director

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

Thursday, March 10, 2016

4:00 P.M.

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

Teleconference:
Michael Peltz
1 Old Brewery Road
Telluride, CO 81435
970-369-0117

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**

- | | | |
|---|--|--------------------|
| 1 | 1. Approval of the Draft Minutes of February 11, 2016 | Action |
| 5 | 2. Board Attendance Record (Wendy Sommer) | Information |
| 7 | 3. Written Report of Ex Parte Communications | 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

- | | | |
|---|---|---------------|
| 9 | 1. Eligibility of Pleasanton to Receive Measure D Per Capita Allocations (Tom Padia) | Action |
| | Staff recommends that the Recycling Board find that Pleasanton, by opting in to Phase 2 of the Mandatory Recycling Ordinance under a schedule waiver, has satisfied the criteria for an adequate commercial organics recycling program, and that the Recycling Board authorize release of the past two withheld quarterly Measure D allocations and future allocations. | |

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|----|---|---------------|
| 13 | 2. Product Decisions Targets Update (Justin Lehrer)
Staff recommends that the Committee review the proposed recommendations for the PD Targets and recommend to the WMA Board to direct staff to implement them in the FY 16-17 budget. | Action |
|----|---|---------------|

VII. OTHER PUBLIC INPUT

VIII. COMMUNICATIONS/MEMBER COMMENTS	Information
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IX. ADJOURNMENT

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

**Thursday, February 11, 2016
4:00 p.m.**

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

I. CALL TO ORDER

President Tim Rood called the meeting to order at 4:00 p.m.

II. ROLL CALL

Tim Rood, City of Piedmont, Chair
Adan Alonzo, Recycling Programs
Don Biddle for Jerry Pentin, City of Pleasanton
Bernie Larrabe, Recycling Materials Processing Industry
Peter Maass, City of Albany
Dianne Martinez, City of Emeryville
Daniel O'Donnell, Environmental Organization
Toni Stein, Environmental Educator
Steve Sherman, Source Reduction Specialist
Shelia Young for Greg Jones, City of Hayward

Absent

Michael Peltz, Solid Waste Industry Representative

Staff Present:

Wendy Sommer, Executive Director
Tom Padia, Deputy Executive Director
Pat Cabrera, Administrative Services Director
Gina Peters, Chief Financial Officer
Judi Ettlinger, Senior Program Manager
Justin Lehrer, Senior Program Manager
Meghan Starkey, Senior Program Manager
Audrey Beaman, County Counsel
Arliss Dunn, Clerk of the Board

Others Participating:

Maria DiMeglio, City of Alameda
Andrew Schneider, City of Berkeley
Brett Oeverndiek, City of Newark
Arthur Boone, Former Recycling Board Member

III. ANNOUNCEMENTS BY THE PRESIDENT

There were none.

IV. CONSENT CALENDAR

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|--|--------------------|
| 1. Approval of the Draft Minutes of January 14, 2016 (Wendy Sommer) | Action |
| 2. Board Attendance Record (Wendy Sommer) | Information |
| 3. Written Report of Ex Parte Communications (Wendy Sommer) | Information |

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

V. OPEN PUBLIC DISCUSSION

There was none.

VI. REGULAR CALENDAR

- | | |
|---|--------------------|
| 1. Community Murals (Judi Ettlinger) | Information |
| This item is for information only. | |

Judi Ettlinger provided an overview of the project and presented an online “flipbook” of the murals. A link to the presentation is available here: [Murals-02-11-16](#)

Board member Maass stated his appreciation for the murals and inquired if any of the paint used was from the HHW program. Ms. Ettlinger stated no, the artists use aerosol can paint. Ms. Ettlinger added there will be another mural in Dublin. Board member Sherman inquired regarding the follow up to this project. Ms. Ettlinger stated that the murals will be featured on our website and staff will be asking the Board during the FY 16-17 budget process to allocate additional funding to do more community murals. President Rood thanked Ms. Ettlinger for the presentation.

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|---|--------------------|
| 2. Annual Audit for Fiscal Year 2014-15 (Pat Cabrera & Gina Peters) | Information |
| Staff recommends that the P&A and the P&O Committees review and forward the audit report to the Waste Management Authority and Energy Council for acceptance and filing, and that the Recycling Board accept and file the audit report. | |

Gina Peters provided an overview of the staff report and Katherine Yuen, Maze and Associates presented a PowerPoint presentation. The combined report and presentation is available here: [Audit Report-02-11-16](#)

Board member Martinez expressed appreciation to staff for the great work and transparency with respect to the audit report. She highlighted the auditors opinions expressed on the financial statements that the agency received an unmodified (clean) audit opinion, no control deficiencies, no material weaknesses, and no significant deficiencies. Ms. Sommer added that staff will be going to the WMA Board with options to address the unfunded liability as well as multi-year revenue projections.

Board member Maass inquired about the inclusion of the HHW budget in the agency financials for the first time. Ms. Sommer stated that this is pass-through funding allocated to the County through an MOU signed last year. Board member Sherman inquired about the sensitivity of the proportionate share of the net pension liability to changes in the discount rate and inquired if the 1% increase is significant. Ms. Yuen stated yes. She added that the data reported in the audit report is as of June 30, 2014, so any market fluctuation is a year delayed. Board member Sherman inquired if the audit contained a note advising the agency on how to handle such a change in valuation. Ms. Cabrera stated that each year the agency receives a valuation report from PERS. Staff will be presenting to the WMA Board on February 17 different scenarios regarding the unfunded liability (UL) and establishing a percentage target for funding the UL. Board member Rood illustrated that staff hired prior to 2007 received a more generous post-employment retirement benefit package than staff hired after 2007 and inquired if there would be amounts included in next year’s audit report. Ms. Cabrera stated that the amount is currently included

and the agency is fully funded for post-retirement medical benefits and we are now making the normal payment requirements.

Board member Biddle made the motion that the P&O Committee forward the audit report to the Waste Management Authority and Energy Council for acceptance and filing, and that the Recycling Board accept and file the audit report. Board member Martinez seconded and the motion carried 10-0 (Peltz absent).

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| 3. Assessment Criteria for Product Decisions Activities (Justin Lehrer) | Information |
| Staff recommends that the Board review and approve proposed criteria for evaluating targets and programs. | |

Justin Lehrer provided an overview of the staff report and presented a PowerPoint presentation. The combined report and presentation is available here: [PD Criteria-02-11-16](#)

Ms. Sommer informed the Board that the criteria were presented to the P&A Committee earlier today and they were supportive. They inquired if staff had considered adding a scoring mechanism. Staff discussed including such a mechanism but could not determine a workable approach and will continue to explore incorporating some type of scoring criteria. Additionally, the Committee asked that staff provide a mock sample project using the proposed criteria. Mr. Lehrer stated in March staff will bring two sample product decisions yes/no projects in which the criteria was used to determine the outcome of the projects.

Board member Stein commended staff on an excellent presentation and stated that the information looks great. However, she would like to see the criteria include a resilience transition plan and consider the unintended consequences of success, i.e. who would be hurt or displaced. Mr. Lehrer stated that this consideration prompted staff to include the Community/Social Impact criteria. Board member Martinez stated that she appreciates having a guiding document to direct our projects and supports staff having this tool. She further inquired about how the criteria will affect our current projects. Mr. Lehrer stated that staff will use the proposed criteria to evaluate current projects and bring recommendations to the Board. This could mean redirecting resources from projects, combining resources for specific projects or even sunseting projects where staff feels we have reached our plateau. Board member Maass stated that he considers the criteria a great start that may need to be tweaked as we begin using to use it.

Board member Sherman stated that the development criteria is timely and encouraged staff to give extra weight to waste reduction in a broader scope and encouraged staff to look how much of the agency's budget is allocated towards the 4Rs (Reduce, Reuse, Recycle, Rot) to see how we are aligned with our mission. Mr. Lehrer stated that including the 4Rs as hierarchy when developing criteria helps us assess the weighting of the targets. Board member Biddle commented that with the diversity of our projects it is helpful to have the 4Rs prominently defined in the hierarchy and added it is also timely in developing criteria prior to budget discussions and it will guide the agency in developing future projects as well. Board member Young inquired about the methodology that will be used to move ahead with a project, e.g. scoring yes/no, etc. Mr. Lehrer stated that the criteria initially included a yes/no weighted scoring system and will continue to explore incorporating scoring criteria.

Arthur Boone provided public comment regarding how to look at hard to recycle materials.

Board member Martinez made the motion to approve the staff recommendation. Board member Stein seconded and the motion carried 10-0 (Peltz absent).

Ms. Sommer informed the Board that the next steps will be to bring proposed targets adjustments to the Board in March. The April 14 RB meeting will be canceled in lieu of a joint WMA/EC/RB budget workshop on April 27 at 3:00 pm.

4. Municipal Panel Presentation: Special Events Recycling (Meghan Starkey)

Information

This item is for information only.

Meghan Starkey provided an overview of the staff report [\(Municipal Panel-02-11-16\)](#) and introduced the panel participants: Maria DiMeglio, City of Alameda; Andrew Schneider, City of Berkeley; and Brett Oeverndiek, City of Newark. The panelists shared the types of events that are held in their respective cities, how the logistics are handled and the results of collection of recycling and/or organics, as well as the chief challenges of event recycling. Board members asked how the agency can help cities with this effort. Board member Maass inquired if a standard for utensils would help. Ms. Sommer suggested that we bring this item to TAC for staff input. An audio of the discussion is available here: [Municipal Panel Discussion-02-11-16](#)

Board members suggested the following list of items for future Municipal Panel discussions:

1. Trash and Recycling Enclosures
2. Construction and Demolition Debris Recycling
3. Measuring Diversion (Tips and techniques employed by cities to divert organics from the trash)

VII. OTHER PUBLIC INPUT

There was none.

VIII. COMMUNICATIONS/MEMBER COMMENTS

Board member Sherman announced that NCRA (the Northern California Recycling Association) is holding its annual recycling update on Tuesday, March 22, 2016. Information about the event is available here: [ZWW/Recycling Update/2016](#)

IX. ADJOURNMENT

The meeting adjourned at 5:40 p.m.

2016 - ALAMEDA COUNTY RECYCLING BOARD ATTENDANCE

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

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

X=Attended

A=Absent

I=Absent - Interim Appointed

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DATE: March 3, 2016
TO: Recycling Board
FROM: Wendy Sommer, 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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DATE: March 10, 2016
TO: Alameda County Recycling Board
FROM: Wendy Sommer, Executive Director
BY: Tom Padia, Deputy Executive Director
SUBJECT: Eligibility of Pleasanton to Receive Measure D Per Capita Allocations

SUMMARY

Per capita Measure D funding is provided to municipalities only if they meet certain requirements, one of which is the implementation of an “adequate” commercial recycling program. The City of Pleasanton had previously not satisfied the criteria, but in February their City Council opted in to the Agency’s Mandatory Recycling Ordinance (MRO) under a schedule waiver. At the March 10 Recycling Board meeting, staff will provide a status report of Pleasanton's commercial organics program as previously directed by the Board.

BACKGROUND

At the November 12, 2015 meeting the Recycling Board found that the City of Pleasanton had not satisfied the criteria for an adequate commercial organics recycling program, and directed that their quarterly Measure D payments continue to be calculated but placed in a holding account, pending a future action by the Board on this matter. The Board also directed that a status report about Pleasanton's commercial organics program be brought back to the Board no later than March and that a report on the status of all member agencies under this policy be brought back in November 2016.

The policy adopted in November 2012 has a compliance requirement for recyclables and another one for organics. An adequate commercial recycling program under the County Charter will satisfy ONE (or more) of these criteria on and after July 1, 2014 unless the Recycling Board adopts an alternative definition after that date.

1. The member agency participates in the ACWMA mandatory recycling ordinance, Phase 2 (or a variation on Phase 2 approved administratively as provided for in the ordinance). The

Recycling Board has previously formally stated that participation in the ordinance is not necessary, but is more than adequate.

OR

2. The member agency ensures that at least three hours per year of technical assistance work time is actually provided to organics generating businesses to encourage and assist commercial organics accounts to recycle more. The minimum amount of time can be provided by member agency staff, franchised hauler staff, consultants to the member agency or franchised haulers, or any combination of these. In addition, a member agency would need to either make source separated commercial organics services available at open market rates or adopt a rate schedule under which the prices per volume and frequency of source separated services are no higher than that for refuse/garbage service of the same volume and frequency. This second part of criteria 2 is necessary because technical assistance and outreach cannot increase recycling participation if the service is not available at a competitive price.

OR

3. The member agency achieves a 50% participation rate in its commercial organics program. Participation for commercial organics shall be calculated as a percentage of organics generating businesses based on SIC and/or NAICS codes. Participation through centralized processing will count so long as the centralized processing facility meets the less than 10% covered materials residual quality standard defined in the mandatory recycling ordinance.

Experience to Date

Organics: As of the November 2015 Recycling Board meeting, six municipalities were opted in to the MRO on the schedule in the ordinance and six more were opted in on an approved Compliance Schedule Waiver or alternative schedule, leaving four opted out jurisdictions that needed to meet one of the alternative criteria for FY 14/15 and beyond. Dublin, Oro Loma Unincorporated, and Union City met one of the alternative criteria, leaving Pleasanton as the one “opted-out” jurisdiction out of compliance with the Adequate Commercial Recycling standard. Pleasanton allocations from July-September 2015 (\$49,214) and October-December 2015 (\$47,698) have been withheld.

Pleasanton Action to Opt-in to MRO Phase 2

At the February 16, 2016 meeting the Pleasanton City Council adopted a resolution (attached) opting in to Phase 2 of the Mandatory Recycling Ordinance, subject to approval of a Compliance Schedule Waiver with an implementation date of January 1, 2017. The implementation date was the result of cooperative discussions with StopWaste staff and Pleasanton Garbage Service. Completion and approval of a Compliance Schedule Waiver is currently in progress.

A report on the status of all member agencies under the Adequate Commercial Recycling policy will be presented to the Board in November 2016 and this report will include a status update on Pleasanton.

RECOMMENDATION

Staff recommends that the Recycling Board find that Pleasanton, by opting in to Phase 2 of the Mandatory Recycling Ordinance under a schedule waiver, has satisfied the criteria for an adequate commercial organics recycling program, and that the Recycling Board authorize release of the past two withheld quarterly Measure D allocations and future allocations.

Attachment: Pleasanton City Council Resolution of February 16, 2015

Link to memo from the RB November 12, 2015 Agenda Packet

[ACRB Memo-11-12-15](#)

RESOLUTION NO. 16-823

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLEASANTON TO OPT-IN TO THE ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY MANDATORY COMMERCIAL RECYCLING ORDINANCE PHASE 2

WHEREAS, on January 25, 2012, the Alameda County Waste Management Authority (ACWMA) adopted an Ordinance Requiring Actions to Reduce Landfilling of Recyclables and Organic Solid Waste From Business, Multi-family Residences, and Self Haulers (hereinafter referred to as the "Mandatory Commercial Recycling Ordinance"); and

WHEREAS, Section 12 *Local Regulations and Opt-Out and Opt-In Provisions* of the Mandatory Commercial Recycling Ordinance provides that Alameda County cities had the option to opt-out of Phase 2 of the Ordinance by adoption of a city resolution prior to January 1, 2014, and to opt-in at a later date subject to approval of a Compliance Schedule Waiver; and

WHEREAS, on December 17, 2013, the City elected to opt-out of Phase 2 of the Mandatory Recycling Ordinance; and

WHEREAS, the City has determined that it is in its best interest to opt-in to Phase 2 of the Mandatory Recycling Ordinance as part of its refuse and recycling services.

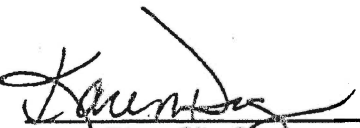
NOW, THEREFORE BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF PLEASANTON DOES RESOLVE, DECLARE, DETERMINE AND ORDER THE FOLLOWING:

SECTION 1: The City desires to opt-in to Phase 2 of the Mandatory Commercial Recycling Ordinance should its application for a Compliance Schedule Waiver for an implementation date of January 1, 2017 be approved by the ACWMA.


PASSED, APPROVED AND ADOPTED by the City Council of the City of Pleasanton at a regular meeting held on February 16, 2016.

I, Karen Diaz, City Clerk of the City of Pleasanton, California, certify that the foregoing resolution was adopted by the City Council at a regular meeting held on the 16th day of February 2016, by the following vote:

Ayes: Councilmembers Brown, Narum, Olson, Pentin, Mayor Thorne
Noes: None
Absent: None
Abstain: None


Karen Diaz, City Clerk

APPROVED AS TO FORM:


Julie Harryman, Interim City Attorney



DATE: March 10, 2016

TO: Programs & Administration Committee
Planning & Organization Committee/Recycling Board

FROM: Wendy Sommer, Executive Director

BY: Justin Lehrer, Senior Program Manager

SUBJECT: Product Decisions Targets Update

SUMMARY

In February the Board approved Assessment Criteria (Attachment A) for use as an internal tool for evaluating the efficacy of current and future Agency projects. The Product Decision targets were recently assessed through this new process, and staff has developed recommendations for inclusion in the FY16-17 Budget.

DISCUSSION

A key objective of this effort is to consider the value of the activities we engage in and whether those activities are the most effective way to support agency priorities and work toward our goals. Some efforts have been effective and successful, and we can consider next steps or advance to new goals. Others have encountered technical hurdles, or other factors outside our influence; in those cases we should not hesitate to adjust the strategy to reflect current needs, conditions, and where we can have the greatest beneficial impact.

Although there are changes proposed for some projects, the purpose of the Product Decisions (PD) work remains intact – to influence decisions about what to manufacture, offer for sale, or purchase in Alameda County. PD emphasizes strategies closer to the top of the reduce, reuse, recycle and rot hierarchy, preventing generation of waste and supporting markets for products developed with recycled content materials.

When the criteria were introduced to the Board for discussion in February, three focus areas were called out as priorities: Organics, Packaging, and Built-Environment. Most PD projects naturally fit into one of the three, and we realize operational efficiencies while also aligning our work with US EPA's priorities for Sustainable Materials Management, which could increase future opportunities for external funding.

Attachment B outlines the key findings and recommendations for each of the seven projects assessed through this process, presented within the relevant priority area. Central themes have to do with recognizing some limits to our reach and influence with certain audiences, consolidating some packaging-related activities, and investing more in effective strategies targeting organics and food – the largest single component in the waste stream, specifically:

- Organics: continue to invest, and expand our efforts on food waste prevention and recovery and use of compost and mulch in the County.
- Packaging: Consolidate Reusable Packaging, Food Service Ware, and Package labeling into one Packaging project for greater efficiency and lower cost.
- Built-Environment: Halt efforts to achieve the current recycled content building materials target and re-focus on support for member agency climate action planning/implementation and continued research on recycled content feedstocks.
- Household Hazardous Waste Alternatives: Move this work into the HHW Facilities Discards Management project in order to focus on attracting more residents to the drop-off facilities.

RECOMMENDATION

Staff recommends that the Committee review the proposed recommendations for the PD Targets and recommend to the WMA Board to direct staff to implement them in the FY 16-17 budget.

Attachments: Attachment A - Project Assessment
Attachment B - Product Decisions – Key Findings & Recommendations

ATTACHMENT A



PROJECT ASSESSMENT

Project/Concept Name (incl. Project #): _____

Priority Area:

☐ Organics ☐ Packaging ☐ Built Environment (Green Building, Landscape, Energy, C&D)

Impact Area: ☐ Landfill Conservation (Prevention or Diversion) ☐ Energy Conservation
 ☐ Hazardous Waste ☐ Climate Mitigation/Adaptation ☐ Recycled Content /
 Market Dev ☐ Other (Soil, Water, etc.)

Place in Hierarchy: ☐ Reduce ☐ Reuse ☐ Recycle ☐ Rot

Criteria	Response <i>Yes, No, Maybe</i>	Assessment/Comments
Influence/Geographic Scale Are we positioned to effectively influence the target audience? Can the project be achieved within Alameda County or is broader geographic reach needed (i.e. would this be better pursued via partnerships or a regional, state or federal initiative)?		
Technical Feasibility Aside from cost or other factors, can it be done? Is the technology available and the pieces in place to make it work? (e.g., if goal is recyclable/compostable food service ware, are these products acceptable and processable in local facilities?)		
Timeliness & Leverage Is the project timely given the current societal and political environment and/or internal considerations? Are stars aligned, are there funding or other opportunities to leverage?		

<p>Member Agency, Partner & Funder Alignment</p> <p>Does the project align with or support goals/initiatives of our Member Agencies and other potential partners (e.g., water agencies)? Is there opportunity to collaborate? Is it equitable?</p>		
<p>Innovation & Leadership</p> <p>Is the Agency in a unique position to influence policy, markets, or behavior with this project? Is the project innovative; does it experiment with a new concept/idea? Seed for future funding?</p>		
<p>Measurability</p> <p>Practically speaking, can progress be measured? Note the metric/method.</p>		
<p>Budget</p> <p>Is current project budget sufficient, or is adequate funding readily available? Is there a plan for funding? Ask the same questions of staffing.</p>		
<p>Environmental Impact & Cost Effectiveness</p> <p>Consider the overall magnitude of impact of the project, along with costs to determine the overall "bang for your buck." When feasible, use metrics such as cost per ton (or other).</p>		
<p>Community/Social Impact</p> <p>Consider social and economic impacts on the community. Job creation, other community benefits? What does the community think of the effort? Is public stakeholder effort needed?</p>		
<p>Questions:</p>		
<p>Recommendation:</p>		

ATTACHMENT B

Product Decisions – Key Findings & Recommendations

For the mid-point assessment, each project team considered progress toward the original target, conducted a qualitative review of the project using the assessment criteria (Attachment A), and developed recommendations for a path forward. Below, key findings and recommendations are outlined for each of the seven projects assessed through this process, presented within the relevant priority area (Organics, Packaging, and Built Environment).

Generally, staff recommendations can be summarized as follows:

- **Organics:** continue to invest, and expand our efforts on food waste prevention and recovery and use of compost and mulch in the County.
- **Packaging:** Consolidate Reusable Packaging, Food Service Ware, and Package labeling into one Packaging project for greater efficiency and lower cost.
- **Built-Environment:** Halt efforts to achieve the current recycled content building materials target and re-focus on support for member agency climate action planning/implementation and continued research on recycled content feedstocks.
- **Household Hazardous Waste Alternatives:** Move this work into the HHW Facilities Discards Management project in order to focus on attracting more residents to the drop-off facilities.

I. Organics Priority Area

Supports the Agency Discards Goal of no more than 10% “good stuff” in garbage by 2020 by reducing the overall volume of food waste generated in Alameda County (the largest remaining recyclable component of MSW), and driving demand for recycled compost and mulch. Areas of emphasis include:

- Increasing the availability, access and quality of local, recycled bulk compost and mulch
- Promoting sheet mulch to home gardeners, landscape professionals, cities, and schools
- Preventing food waste and donating edible food generated in institutional kitchens and other high volume food service operations
- Working with food service providers to reduce pre-consumer food waste through tracking technology and training

A. Food Waste Prevention Emphasis

Existing 2020 Target:	Institutional kitchens and high volume food service operators located in Alameda County that participate in technical assistance or other support services from the Authority, reduce food and other inputs by an average of 25% or more from an established baseline.
Progress:	<p>Preventing pre-consumer food waste and donating edible surplus food generated by institutional kitchens / high volume food service operations.</p> <ul style="list-style-type: none">• Launched Smart Kitchen Initiative – food waste tracking and technical assistance to 18 large food service operators• Developed Oakland Unified School District food donation guide, now adapted for Livermore Valley (LVJUSD)• Grant funding for food recovery groups
Key Observations	+ Timeliness – broad awareness of wasted food issue; regional and

from Criteria Review:	national goals, media campaigns to leverage in county + Innovation & Leadership – public/private partnership with LeanPath and Food Service companies to influence kitchen norms in this sector
Recommendation:	Prioritize efforts to reduce food waste, which also supports the Agency's discards goal. Expand reach and work with businesses and consumers to reduce wasted food. <ul style="list-style-type: none"> • Expand audiences; on the ground tactics targeting households w/children • Augment commercial food waste prevention efforts; focus on recovery of surplus edible food through government & community partnerships • Develop county-wide prevention outreach campaigns; leverage broader efforts to change social norms
Revised Goal:	Reduce wasted food and recover edible surplus food generated by commercial food service operators, school districts and households resulting in a 25% reduction in food waste going to landfill from 50 kitchens; recovering edible surplus food from 4 school districts; and reaching 42,000 households with food waste prevention media and outreach targeting families with children.

B. Recycled Content Compost and Mulch Emphasis

Existing 2020 Target:	90% of permitted landscape projects in Alameda County use locally produced or sourced compost and/or local, recycled mulch.
Progress:	Increasing the availability, access and quality of local, recycled bulk compost and mulch and on using it in new large-scale landscape construction. <ul style="list-style-type: none"> • Met the target through policy and advocacy • Bay Friendly Basics require 1" compost, 3" mulch for permitted projects • CA Water Efficient Landscape Ordinance (WELO) requires statewide: 4cy/1000 sf compost and 3" mulch for all new construction over 500 sf
Key Observations from Criteria Review:	± Impact: Organics are a priority, but original target had narrow audience + Timeliness: We can leverage the drought and community support to promote sheet mulching + Leadership: we helped raise the bar statewide
Recommendation:	Continue this work with a revised goal to include all StopWaste core audiences: at home, at work, at school. <ul style="list-style-type: none"> • Promote sheet mulch to home gardeners, landscape professionals, cities, and schools • Expand other uses of compost: sedimentation control, biotreatment for stormwater, carbon ranching
Revised Goal:	Apply compost and/or mulch to 1M square feet in Alameda County.

II. **Packaging Priority Area**

In order to improve internal efficiency, three projects—Reusable Transport Packaging, Food Service Ware, and Packaging Life Cycle Analysis and Labeling—will be combined into one new Packaging project offering education, technical assistance, and financial support to organizations for their efforts to prevent, reuse, and improve the recyclability of packaging materials manufactured, sold, and discarded in Alameda County. Areas of emphasis include:

- Increasing use of reusable transport packaging in the commercial/industrial sector.
- Reducing use of hard to recycle single use disposables at food service establishments.
- Adoption of package labeling best practices for recyclability by Alameda County brand owners.
- Engagement with industry and other stakeholders to support policy and standards development in support of sustainable packaging.

Packaging Project			
Existing 2020 Packaging Targets:	Reusable Transport Packaging	Institutional and Commercial Food Service Ware and Packaging	Packaging Life Cycle Analysis and Recyclability Labeling
	90% of businesses in Alameda County with appropriate shipping and receiving circumstances are utilizing reusable transport packaging when economically advantageous	90% of customers (institutional and commercial) with separate organics collection purchase and use readily recyclable/ reusable/compostable food service ware and packaging.	90% of Alameda County brand owner/manufacturers will incorporate life-cycle metrics into their packaging design process and utilize accurate recyclability labeling (How2Recycle label).
Progress:	<p>Assistance and funding to expand adoption of reusable transport packaging to replace single-use pallets, corrugated boxes, and pallet wrap.</p> <ul style="list-style-type: none"> • Reached 500 businesses, implemented 25 projects, preventing 5,000 tons of waste (tracked) • Launched new website, www.UseReusables.org featuring 30 success stories, vendor database and cost calculators • Estimated 46% adoption 	<p>Assistance and funding to food service businesses and school districts for source reduction of food service ware and related packaging, and use of reusable alternatives.</p> <ul style="list-style-type: none"> • Implemented “Rethink Disposable” campaign reaching 430 businesses which led to 50 sites that reduced 7.5 tons of single use disposable food ware products. • Developed Compostable Food Ware Purchasing Guide available on www.RecyclingRulesAC.org and adapted by other 	<p>Assistance and funding to brand owners to adopt package labeling best practices for recyclability and incorporate life cycle assessment into product packaging decisions.</p> <ul style="list-style-type: none"> • Developed and published Package labeling guide: http://guides.stopwaste.org/packaging • Provided assistance to locally headquartered national brands for adoption of How2Recycle label on their packaging, and for

	<p>rate for reusables countywide (2014)</p> <ul style="list-style-type: none"> • Completed 4 year, \$500,000 EPA grant 	<p>jurisdictions and counties</p> <ul style="list-style-type: none"> • Produced five videos with Clean Water Fund highlighting business and school success stories 	<p>conducting life cycle analysis of packaging materials</p>
Key Observations from Criteria Review:	<ul style="list-style-type: none"> - Influence – slow adoption process with limited influence, grants are key - Measurability – hard to measure progress; survey based and/or case-by-case approach to determine “appropriateness” which is time intensive 	<ul style="list-style-type: none"> - Feasibility – unresolved technical issues with collection, sorting and processing (recycling or composting) single use food service ware are fatal flaw - Influence – purchasing and manufacture of single-use products happens across county lines + Timeliness – leverage mandatory and TA to incentivize; impact of disposables on local watersheds 	<ul style="list-style-type: none"> - Impact – overall impact efficiency is low due to small universe of target businesses and very slow adoption rate - Influence – low influence over brand owners, who are not likely to alter packaging refresh schedules for our purposes
Recommendation:	<p>Identifying and converting 90% of businesses is impractical and would require substantial additional funding. Adjust scope to reflect reduced funding after the EPA grant, and focus on sectors with a proven opportunity for reusables for improved efficiency.</p> <ul style="list-style-type: none"> • Leverage new website as primary education and outreach tool • Focus on local opportunities with small manufacturers and food production 	<p>The target is not achievable without a consistent solution for recycling or composting food service ware. Keep project costs low and continue to encourage adoption of reusable food ware and waste prevention practices.</p> <ul style="list-style-type: none"> • Participate in policy and technical discussions working to address compostability/recyclability issues with food ware • Continue to promote and incentivize waste prevention and reusable food service ware as preferable alternatives 	<p>The target as written is not realistically achievable by 2020, but it is worthwhile to offer support for those businesses that are motivated to improve their packaging.</p> <ul style="list-style-type: none"> • Continue participation in state and national policy development and industry dialogs related to sustainable packaging • Offer technical assistance as needed to engaged brand owners
Revised Goal:	<p>Assist a minimum of 150 businesses in switching to reusable transport packaging, reusable food service ware, and/or more sustainable packaging, resulting in at least 6,000 tons of measurable waste prevented.</p>		

III. **Built-Environment Priority Area**

Address the impacts of materials management by influencing the design, construction and maintenance of the built environment. Areas of emphasis include:

- Advocate for greater recycled content in green building codes and standards
- Provide member agencies with innovative policy assistance and support local climate action planning/implementation.
- Support development of market transformation tools (e.g., GreenPoint Rated)
- Research and technical advocacy on topics related to recycled content feedstock for building materials. (e.g., Healthy Building Network)

Note: Additional PD projects, including all Energy Council projects fall within the Built-Environment priority but are not discussed here as they are externally funded and not part of this assessment process.

Recycled Content: Building Materials

Existing 2020 Target:	90% of building material supply centers will stock and promote recycled content building materials.
Progress:	<p>Driving the demand for recycled content product purchases in Alameda County. Retailers are stocking recycled content products (e.g., insulation, decking) but are not interested in actively promoting the recycled content attributes alone.</p> <ul style="list-style-type: none">• Provided information and convenient tools for the purchase of recycled content products• Encouraged retailers to supply products via an outreach strategy in conjunction with other agency projects• Advocated for recycled content building materials in green building codes and standards
Key Observations from Criteria Review:	<ul style="list-style-type: none">- Influence - limited with retailers- Geography - requires regional/national focus to affect change- MA Alignment - Not directly useful to member agencies
Recommendation:	<p>Given limited influence within the retail sector, a shift in approach is recommended. Agency resources are better spent on activities where we can have greater impact and support Member Agencies. Sunset this project and shift resources to 2 new projects:</p> <ul style="list-style-type: none">• <u>Codes and Standards</u>: Continue codes and standards development and technical advocacy efforts, to support policy changes that result in increased use of recycled content and broader green criteria.• <u>Building Services & Partnerships</u>: Provide technical and policy assistance to member agencies and support strategic building industry partners.

IV. HHW

Household Hazardous Waste: Point of Purchase Alternatives

2020 Target:	90% of stores that sell products destined for HHW facilities will stock and promote non-toxic/less-toxic HHW alternative products.
Progress:	<p>Promotes the message of “Buy Smart,” appropriate use of products and proper disposal at Household Hazardous Waste (HHW) facilities</p> <ul style="list-style-type: none">• Partnership with Our Water Our World in 40 stores to provide HHW alternatives information• Partnership with PaintCare in 24 stores to provide leftover paint collection and HHW information• Outreach & promotion in support of events and expanded facility hours has been effective
Key Observations from Criteria Review:	<ul style="list-style-type: none">- Influence - limited with retailers- Feasibility – alternatives are still technically HHW+ Member agencies are seeking more info and access to collection events for their residents
Recommendation:	<p>Since less-toxic alternatives are still HHW, funds are best used to educate the public about what is HHW and where they can dispose of it properly.</p> <ul style="list-style-type: none">• Continue external partnerships and alternatives messaging• Combine with HHW Facilities project for administrative efficiency