

Committee Members

Dave Sadoff, **Chairperson**
Castro Valley Sanitary District
Dianne Martinez, **Vice Chairperson**
City of Emeryville
Keith Carson, County of Alameda
Trish Spencer, City of Alameda
Susan Wengraf, City of Berkeley
Don Biddle, City of Dublin
Suzanne Lee Chan, City of Fremont
Laureen Turner, City of Livermore
Luis Freitas, City of Newark
Dan Kalb, City of Oakland
Shelia Young, Oro Loma Sanitary District
Pauline Cutter, City of San Leandro

AGENDA

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

Thursday, March 12, 2015

9:00 A.M.

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

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|-------------|---|--------------------|
| | 1. Convene Meeting | |
| | 2. Public Comments
An opportunity is provided for any member of the public wishing to speak on any matter within the jurisdiction of the Programs & Administration Committee, but not listed on the agenda. Each speaker is limited to three minutes. | |
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| 1 | 3. Approval of the Draft Minutes of February 12, 2015 (Wendy Sommer) | Action |
| | 4. Closed Session: Government Code Section: 54957.6(a)
Conference with Labor Negotiator
Agency Negotiator: Gary Wolff
Employee Organization: Unrepresented employees (all Agency employees; position titles available upon request)
(confidential materials mailed separately) | |
| 5 | 5. Presentations of Product Decisions Projects (Wendy Sommer & Justin Lehrer)
This item is for information only. | Information |
| | 6. Member Comments | |
| | 7. Adjournment | |

The Programs & Administration Committee is a Committee that contains more than a quorum of the Board. However, all items considered by the Committee requiring approval of the Board will be forwarded to the Board for consideration at a regularly noticed board meeting.

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

Thursday, February 12, 2015

9:00 A.M.

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

Members Present:

Dave Sadoff, Chair, Castro Valley Sanitary District
Keith Carson, County of Alameda (arrived 9:25 a.m.)
Susan Wengraf, City of Berkeley
Dianne Martinez, City of Emeryville
Suzanne Lee Chan, City of Fremont (arrived 9:15 a.m.)
Luis Freitas, City of Newark (arrived 9:15 a.m.)
Shelia Young, Oro Loma Sanitary District
Pauline Cutter, City of San Leandro

Absent:

Trish Spencer, City of Alameda
Don Biddle, City of Dublin
Laureen Turner, City of Livermore
Dan Kalb, City of Oakland

Staff Present:

Gary Wolff, Executive Director
Wendy Sommer, Deputy Executive Director
Tom Padia, Recycling Director
Jeff Becerra, Communications Manager
Judi Ettlinger, Senior Program Manager
Roberta Miller, Program Manager
Gina Peters, Chief Finance Officer
Meri Soll, Senior Program Manager
Arliss Dunn, Clerk of the Board

1. Convene Meeting

Dave Sadoff, Chair, called the meeting to order at 9:05 a.m. Absent a quorum of the members, information item #6 was presented first, to the members present. The meeting officially began during the presentation when a quorum became present at 9:15.

There was roundtable introduction of the new Board members.

2. Public Comments

There were none.

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- 3. Approval of the Draft Minutes of October 9, 2014 (Wendy Sommer) Action**
Board member Martinez made the motion to approve the draft minutes of October 9, 2014. Board member Cutter seconded and the motion was carried 6-2 (Young and Wengraf abstained) (Biddle, Kalb, Spencer and Turner absent).
- 4. Selection of Vice Chairperson (Wendy Sommer) Action**
Staff recommends that the Programs and Administration Committee elect a Vice Chairperson.
Board member Cutter made the motion to elect Board member Martinez as the Vice Chairperson. Board member Carson seconded and the motion carried 8-0 (Biddle, Kalb, Spencer and Turner absent)
- 5. Annual Audit for Fiscal Year 2013/14 Action**
(Gary Wolff, Wendy Sommer, Pat Cabrera & Gina Peters)
Review and forward the audit report to the Waste Management Authority, Recycling Board and Energy Council for acceptance and filing.
Gina Peters provided an overview of the staff report. The report is available here:
http://stopwaste.org/sites/default/files/Audit%202014%20P%26A%2C%20RB%20and%20P%26O_0.pdf
Mr. Wolff stated that the benchmark fee and the household hazardous waste (HHW) fee are both post Proposition 26, and as such, the agency cannot collect more revenue than the actual expense of providing the service. The excess revenue recorded in the audit will be used as a credit on the annual benchmark fee that begins on July 1, 2015. The fee will drop from \$1.85 per year to approximately \$1.60 per year. We are also expecting the HHW fee to be lower in a couple of years. Board member Sadoff inquired about the fee for CalPERS to conduct the actuarial study. Ms. Peters stated it will cost approximately \$1,800.
Board member Wengraf made the motion to forward the audit report to the Waste Management Authority, Recycling Board and Energy Council for acceptance and filing. Board member Freitas seconded and the motion carried 8-0 (Biddle, Kalb, Spencer and Turner absent).
- 6. Presentations of Key Discards Management Projects Information**
(Wendy Sommer & Tom Padia)
This item is for information only.
Wendy Sommer provided an overview of the staff report and provided a prelude to the powerpoint presentation. Tom Padia provided background on the Discard Management Projects and introduced program staff. A copy of the powerpoint presentation of key projects from the Discards Management arena is available here: <http://www.stopwaste.org/file/2015-discards-presentation-boards-feb-2015pdf>
Board member Cutter stated that some residents were disturbed by being called "just ok" recyclers and suggested providing more helpful information with respect to how to discard more difficult items. Mr. Wolff indicated that the messaging used comes from the behavioral science technique of cognitive dissonance. While some people might be disturbed by the messaging, studies show that when people learn that their behavior is not aligned with their own personal values, they are more inclined to correct their behavior. This technique has been proven to be an effective method of persuasion. Board member Young inquired with respect to how a family can measure the less than 10% by 2020 goal. Mr. Becerra stated the size of the family, cart size or volume of garbage is irrelevant. The inspectors are focused on getting the "good stuff" (recyclables and compostables) out of the garbage. Board member Young indicated that she would like to see the process first hand. Mr. Wolff stated that we can make arrangements for her to see the process.
Board member Chan inquired with respect to residents that have gardening services and do not utilize a green bin. Mr. Padia stated that most municipal collection rates are bundled for three cart services

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(garbage, recycling and organics) and that green carts, even smaller ones, should be available at no additional charge in most cities. Board member Sadoff inquired whether the sampling technique used to gather data was the same as the previous year. Mr. Becerra stated yes, and that we used both the same crew and methodology for sorting.

Board member Carson inquired about the number of staff assigned to the Mandatory Recycling Ordinance (MRO) project and how the inspectors are utilized. Mr. Wolff replied that there is 5.26 staff assigned to the MRO project. Mr. Padia added that there are three full-time contract inspectors that work primarily for the MRO project but who also fill in occasionally on the benchmark service project. Board member Carson asked about the contract bidding process. Mr. Wolff stated that our agency's policy recommends that contracts be bid every three years.

Board member Chan inquired if the Ready Set Recycle at School project is ongoing and if new schools will be added. Ms. Ettlinger stated yes, the project is ongoing and as new teachers express interest in the action projects they will be added.

Mr. Sadoff thanked staff for the presentation.

7. Member Comments

Information

Board member Cutter inquired about the recent article in the Mercury News regarding Google's plan for using wind energy generated at the Altamont Pass. Mr. Wolff stated that last year the agency amended the easement agreement with NextEra Energy, the company that operates the wind farm on agency property on Altamont Pass. The amendment allowed them to repower the windmills by removing the old and replacing with new safer (reducing bird mortality) and more powerful windmills. The Golden Hills project includes wind energy generated by these windmills, and the agency will receive royalties when this energy is sold to Google and others.

8. Adjournment

The meeting adjourned at 10:20 a.m.

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DATE: March 2, 2015

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

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

BY: Justin Lehrer, Senior Program Manager

SUBJECT: Presentations of Product Decisions Projects

BACKGROUND

As a follow-up to the Agency overview presented to the joint Board meeting on January 28 and as a prelude to the FY 15/16 Budget development and adoption, staff is presenting highlights of key Agency programs to the P&O/RB and P&A Committees in February, March and April. Key projects from the Discards Management arena and Energy Council were presented in February, from the Product Decisions Targets in March and from projects that span both areas in April.

DISCUSSION

The Agency Strategic Workplan 2020 recognizes that the Agency's long-term goal of achieving maximum feasible waste reduction will require widespread change in Product Decisions. These decisions about what to manufacture, offer for sale, or purchase, dramatically affect the quantity of and the options for managing discarded materials that are not readily recyclable or compostable even when adequate collection and processing infrastructure exists. About 40% (530,000 tons) of discarded materials originating in Alameda County that were landfilled in 2008 are not readily recyclable or compostable.

The Product Decisions Targets focus on four categories of decisions that occur before discards management, but that have significant implications for the quantity and costs and environmental impacts of discards management. These categories include waste prevention, household hazardous waste (HHW), and recycled content decisions, as well as decisions about products that are hard-to-recycle or compost. Target audiences include retailers, product manufacturers, institutional & commercial food service operations, and landscape professionals.

At the March 12 Committee meetings, several project managers will present an overview and highlights of the following Product Decisions Target projects:

- Food Waste Prevention
- Reusable Transport Packaging
- Recycled Content Compost/Mulch
- Recycled Content Building Materials
- Food Service Ware & Packaging
- Package Labeling for Recyclability

Two additional targets, Household Hazardous Waste Alternatives and the Reusable Bag Ordinance, span the Product Decision and Discards Management areas and will be discussed at the April Committee meetings.

RECOMMENDATION

This is an information item.