

Committee Members

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Castro Valley Sanitary District
Shelia Young, **Vice Chairperson**
Oro Loma Sanitary District
Keith Carson, County of Alameda
Kriss Worthington, City of Berkeley
Melissa Hernandez, City of Dublin
Vinnie Bacon, City of Fremont
Bob Carling, City of Livermore
Mike Hannon, City of Newark
Dan Kalb, City of Oakland
Jerry Pentin, City of Pleasanton
Deborah Cox, City of San Leandro
Lorin Ellis, City of Union City
Wendy Sommer, Executive Director

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

Thursday, May 10, 2018

9:00 A.M.

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

1. Convene Meeting

2. Public Comments

Open public discussion from the floor 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 unless a shorter period of time is set by the Chair.

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1 3. Approval of the Draft Minutes of the April 12, 2018 meeting (Pat Cabrera)

3 4. Agency Goals and Indicators Update (Justin Lehrer)
This item is for information only.

7 5. Bay-Friendly Rated Landscape Update (Kelly Schoonmaker)
This item is for information only.

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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DRAFT

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

Thursday, April 12, 2018

9:00 A.M.

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

Members Present:

County of Alameda	Keith Carson
Castro Valley Sanitary District	Dave Sadoff
City of Dublin	Melissa Hernandez
City of Livermore	Bob Carling
City of Newark	Mike Hannon
Oro Loma Sanitary District	Shelia Young
City of Pleasanton	Jerry Pentin
City of San Leandro	Deborah Cox
City of Union City	Lorrin Ellis

Absent:

City of Berkeley	Jesse Arreguin
City of Fremont	Vinnie Bacon
City of Oakland	Dan Kalb

Staff Present:

Wendy Sommer, Executive Director
Pat Cabrera, Administrative Services Director
Tom Padia, Deputy Executive Director
Arliss Dunn, Clerk of the Board

1. Convene Meeting

Chair Dave Sadoff called the meeting to order at 9:05 a.m.

2. Public Comments

There were none.

3. Approval of the Draft Minutes of March 8, 2018 (Pat Cabrera)

Board member Young made the motion to approve the draft minutes of March 8, 2018. Board member Hannon seconded and the motion carried 9-0 (Ayes: Carling, Carson, Cox, Ellis, Hannon, Hernandez, Pentin, Sadoff, Young. Nays: None. Abstain: None. Absent: Arreguin, Bacon, Kalb).

DRAFT

The committee adjourned to closed session at 9:06 a.m. and returned to open session at 9:40 a.m.

4. Closed Session

CONFERENCE WITH LABOR NEGOTIATOR

Pursuant to Government Code Section 54957.6(a)

Agency Negotiator: Wendy Sommer & Pat Cabrera

Unrepresented Employees: (all Agency employees; position titles available upon request)

Confidential materials mailed separately

The Programs and Administration Committee, by a vote of 9-0, directed staff to incorporate findings and recommendations from the RSG study into the FY 18/19 budget.

(Ayes: Carling, Carson, Cox, Ellis, Hannon, Hernandez, Pentin, Sadoff, Young. Nays: None. Abstain: None. Absent: Arreguin, Bacon, Kalb).

5. Member Comments

Board member Young shared an article in the Oakland newspaper regarding illegal dumping that highlighted the City of Oakland and the County, specifically Supervisor Keith Carson, for working very hard to address this issue in unincorporated areas of the county. Mr. Padia announced that the April Technical Advisory Committee (TAC) meeting featured speakers highlighting the issues around China National Sword focusing on the situation with markets for recyclable materials. Featured speakers included a broker that recently visited China, and Supervisor Valle had assembled a group representing the haulers and facility operators from throughout the county that presented information and provided comments as well. Mr. Padia encouraged the Committee to consult with their member agency staff for an update on the discussion.

StopWaste staff is planning to come up with a one-page issue paper for the Board at the end of the month as well as looking at possibly assembling a task force representing jurisdictions, haulers, and processors with some common messaging around this issue.

6. Adjournment

The meeting adjourned at 9:44 a.m.



DATE: May 10, 2018

TO: Programs & Administration Committee

FROM: Pat Cabrera, Administrative Services Director

BY: Justin Lehrer, Senior Program Manager

SUBJECT: Agency Goals and Indicators Update

SUMMARY

The Fiscal Year 2018-19 Budget document includes updates to the interim goals for calendar year 2018. At the May 10 committee meetings, staff will present new upstream indicators and share how these indicators help inform our efforts to prevent waste at the source and optimize local materials use. An update on progress towards all of the 2018 goals also will be provided.

DISCUSSION

The interim goals and indicators provide more specificity and help measure progress on the path toward the strategic plan aspirational goal of “less than 10 percent good stuff in the garbage by 2020.” These interim goals include discrete milestones for the organics, packaging, and built-environment focus areas that address all points of the waste hierarchy.

	Organics	Packaging	Built Environment		
UPSTREAM	REDESIGN Increase in materials optimization	Increasing state and local policies addressing reduction of wasted food	Increasing adoption of the How2Recycle label by major brands and greater recognition by consumers	Increase in presence of environmentally certified building materials	INDICATORS (New for 2018)
	RETHINK Increase in awareness	10% increase of families likely to reduce food waste at home	Not selected as a priority	Not selected as a priority	
	REDUCE / REUSE Less waste generated	10% of food service and grocers participate in food donation	50% reduction in all single-use bags distributed by newly affected stores	<45% waste generated by construction and demolition projects in landfill	SPECIFIC GOALS
DOWNSTREAM	RECYCLE / ROT Increase in proper sorting	<20% organics in landfill	< 5% recyclables in landfill		

Redesign - Indicators

This year we are adding upstream indicators that help assess progress towards redesigning products and materials that are problematic for our local waste and recycling systems. Designing products and the built environment to use materials and natural resources most efficiently requires long-term behavioral, technological, and economic change.

These upstream indicators are different than goals and are not intended to measure our progress in Alameda County. They provide insight on broader shifts in consumption patterns that can inform, validate, or redirect our efforts to prevent waste at the source and optimize local materials use. The indicators generally reflect macro-level changes impacting entire sectors. They may be supplemented with direct results from some of our own local upstream efforts, although their broader focus on systemic change inherently leads to less influence over local results.

Organics Indicator: Reducing wasted food upstream requires operational, financial and social shifts in how businesses, schools and residents make decisions that influence food waste generation. Effective policy is needed to support these efforts by reducing barriers and incentivizing food waste generators to prevent food from going to waste, donate surplus food to feed people, then compost food scraps as a last resort.

The last few years have brought a lot of progress for food waste reduction legislation and policy. StopWaste advocated for and contributed content to several new bills passed in California that collectively will make it easier to reduce wasted food:

- AB 1826 – Mandatory Commercial Organics Recycling (passed in 2014, implemented 2016)
- SB 1383 – Short-Lived Climate Pollutants (passed in 2016)
- AB 954 – Food Waste Reduction & Date Labeling Act (passed in 2017)
- AB 1219 – California Good Samaritan Food Donation Act (passed in 2017)

Locally, we are active participants in ALL IN Alameda County's food recovery initiative, a multi-stakeholder collaborative launched by County Supervisor Wilma Chan that is working to design and launch a state-of-the-art food recovery sector in the county. We will continue to monitor and support food waste reduction policy at the state and local level as an indicator (and driver) of change in how efficiently we produce, distribute, and consume food.

Packaging Indicator: StopWaste was an early sponsor of the How2Recycle (H2R) label and participated in its initial development in 2010. This voluntary label provides clear and consistent guidance to consumers on how to recycle all components of a package. Over the last year, H2R rose in prominence in the consumer packaged goods space. New members like Amazon, Campbell's, Colgate Palmolive, and Unilever contributed to 37% growth in 2017, following 32% growth in 2016. Alameda County members include Annie's Foods (now part of Campbell's), Plum Organics, and Clorox.

How2Recycle is proving itself as an effective feedback tool that can influence brand owners to redesign their packaging to be more recyclable. Since December 2017, the How2Recycle team has

made over 5,000 specific design improvement recommendations to its members to improve packaging recyclability. Major retailers are also contributing, with Target planning to add the label to all their owned brand packaging by 2020 and Walmart encouraging their suppliers to join H2R.

Looking ahead, How2Recycle anticipates continued growth, particularly among retailers, and they are working to have more brands feature the label ubiquitously throughout their product portfolio. We will continue to monitor H2R progress as an upstream indicator and driver of packaging design for recyclability.

Built Environment Indicator: As part of StopWaste’s membership in the Ellen MacArthur Foundation Circular Economy 100, we partnered with global consulting firm Arup to develop a local government primer introducing upstream redesign strategies for optimizing material efficiency in the built environment. The primer addresses potential redesign at four scales: community, buildings, components, and materials. These are emerging practices and substantial, quantifiable progress has only been made at the component and materials scales. To track this trend, StopWaste will monitor the prevalence of building products that have received an environmental certification related to material optimization or characteristics that increase content transparency and make them more readily reused or recycled at end of life. For example, since 2014, the number of Cradle to Cradle certifications in the built environment sector (i.e. building and interior design materials) has increased over 60%.

These collectively provide a snapshot of the current prevalence and we will monitor how much these indicators increase or decrease as we and other industry players advance initiatives to increase upstream redesign strategies. StopWaste’s future work to implement actions at each scale will be informed by many factors, including member agency interest and technological and economic innovations in the industry. As momentum and activity toward material optimization through design grow for whole buildings and communities, StopWaste will seek indicators to track progress at those scales.

Progress on the Goals

Rethink

Given the Agency’s current upstream focus on organics, the Rethink goal focuses on building awareness and activating residential households to decrease wasted food using food waste reduction strategies, tips and tools. We conducted a baseline survey and focus groups in 2016 to assess household food waste reduction knowledge, attitudes, and behaviors. The results were used to inform development of the county’s first Food Waste Prevention campaign, Stop Food Waste. The campaign focuses on upstream strategies to prevent food from going to waste through proper planning, food storage, eating what you buy, using leftovers and composting what’s left. A follow-up survey in September 2018 will measure progress towards the agency’s food waste reduction goal – a 10% increase in families reducing food waste at home.

Reduce/Reuse

Organics: The reduce/reuse goal for organics is that 10% of food service and grocers participate in food donation. StopWaste has provided grants to the Alameda County Community Food Bank to expand upon the food bank's successful Grocery Rescue Program that recovers surplus food from grocery stores and retail partners to feed food-insecure people. The Grocery Rescue Program increased retail partners from 61 to 124 in 2017, doubling the amount of food diverted to feed people to over 4 million pounds. Our work with K-12 School Districts is addressing surplus food in school cafeterias.

A new School Food Share Guide reinforces new state-wide legislation SB 557 by providing guidance for Nutrition Services staff on establishing food share tables in school cafeterias, saving unwanted food discarded by students, feeding students that may be hungry and donating what's left. We are also collaborating with Alameda County's Environmental Health Department to produce a Food Donation Guide for businesses that environmental health inspectors and mandatory recycling business assistance will distribute to food businesses in an effort to build awareness of the legalities, tax saving incentives and other benefits of donating food.

Packaging: The goal is a 50% reduction in all single-use bags distributed by stores recently affected by the Reusable Bag Ordinance. Parking lot surveys of consumers exiting 41 retail stores recently affected by the expanded bag law shows an 85% reduction in plastic bags distributed at point of sale compared to the baseline data collected at these same stores in 2015.

Built-Environment: The goal is to landfill less than 45% of the total discards generated by construction and demolition activities (C&D) in landfill. Based on preliminary data, we can estimate landfill disposal of 26% of these materials, but this may rise as additional data is analyzed. Staff continues to work on improving the accuracy and completeness of this estimate.

Recycle/Rot

The recycle/rot category are the Agency's "downstream" goals, which tie closely to the Strategic Plan goal of under 10% Good Stuff in Garbage by 2020. For 2018, we have specific goals for organics and recyclables: under 20% organics in landfill and under 5% recyclables in landfill. We anticipate gaining more insight into progress on these goals from the Waste Characterization Study now in progress and will provide a report later this year.

RECOMMENDATION

This item is for information only.



DATE: May 10, 2018
TO: Programs & Administration Committee
FROM: Pat Cabrera, Administrative Services Director
BY: Kelly Schoonmaker, Program Manager
SUBJECT: Bay-Friendly Rated Landscape Update

SUMMARY

The Bay-Friendly Rated Landscape system recognizes excellence in sustainable landscape design, construction and maintenance. Administered by ReScape California (formerly the Bay-Friendly Landscaping and Gardening Coalition), it applies to public, commercial, institutional and multifamily landscape projects, providing a flexible, systematic framework for creating healthy, drought-tolerant and environmentally sound landscapes. At the May 10 meeting, Lakshmi Gunanayagam, Program Manager at ReScape California, will present an overview of the Rated Landscape program.

DISCUSSION

ReScape California recently launched Version 4 of the Bay-Friendly Rated Landscape system (“Rated Landscapes”). Version 4 is the first significant update to the Rated Landscapes since 2008. Updates include many new best practices recommended by local sustainable landscape experts. Additional revisions ensure that projects earning the Bay-Friendly Rating will meet and exceed requirements of the updated California Model Water Efficient Landscape Ordinance (WELO).

With the update complete, ReScape CA is expanding implementation of the Rated Landscapes throughout the Bay Area, working with cities to adopt policies similar to those adopted in Alameda County that incentivize or require landscape projects to achieve the Bay-Friendly Rating. As part of this regional launch, ReScape CA is developing a stakeholder committee, reaching out to cities, and giving presentations on the benefits of Rated Landscapes to organizations in the Bay Area.

In addition to simplifying code compliance, Rated Landscapes save water, keep waste out of landfill, reduce pesticide and fertilizer use, and help slow climate change. Since 2005, 76 rated projects have been completed, totaling over 339 acres, with the following results:

- 78 million gallons of water saved annually
- 184,246 tons of construction waste diverted from landfills

- Up to 5,002 tons of avoided greenhouse gas emissions

Currently, 28 Rated Landscape projects are in the planning, design or construction phase, 24 of which are in Alameda County. StopWaste has supported the Rated Landscapes by providing grants and technical assistance to Rated Landscape projects in Alameda County, providing over \$250,000 in grants since 2005. As of Fiscal Year 2018-19, StopWaste will no longer offer grants, but will continue to offer technical assistance for Rated Landscapes. This change is largely due to the growth of the program, but also because grantees have found the technical assistance more valuable than the grants themselves.

For more information on Rated Landscapes, visit: <https://rescapeca.org/rated-landscapes/>

RECOMMENDATION

This item is for information only.