

**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

Bernie Larrabe, Recycling Materials Processing Industry

Peter Maass, City of Albany

Jim Oddie, City of Alameda

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

**AMENDED
AGENDA**

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

Thursday, July 14, 2016

7:00 P.M.

Fremont Recycling and Transfer Station

41149 Boyce Road

Fremont, CA 94538

(510) 252-0500

(Directions attached)

Teleconference:

Michael Peltz

Club Quarters Hotel

161 Devonshire St, Boston, MA 02110

(617) 357-6400

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 June 9, 2016 (Tom Padia) | Action |
| 5 | 2. Board Attendance Record (Tom Padia) | 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. Tri City Volunteers – Grantee Presentation (Meri Soll)
This item is for information only. | Information |
| 11 | 2. Grants to Nonprofits Program – Year in Review (Meri Soll)
This item is for information only. | Information |
| 19 | 3. Outreach Strategies for Programmatic Success (Jeff Becerra & Judi Ettlinger)
This item is for information only. | Information |

VII. OTHER PUBLIC INPUT

VIII. COMMUNICATIONS/MEMBER COMMENTS **Information**

IX. ADJOURNMENT

**Fremont Recycling and Transfer Station
41149 Boyce Road
Fremont, CA 94538
Phone (510) 252-0500**

Directions

Directions to Fremont Recycling Station from San Jose and points South:

Take interstate 680 or 880 north and exit on Automall Parkway. Turn left and proceed west on Automall Parkway. Turn right on Boyce Road and proceed .7 miles. Our facility is the first driveway on the left side of Boyce Road after you cross the railroad tracks.

Directions to Fremont Recycling Station from Walnut Creek and points East:

Take interstate 680 South, merge onto 580 West towards Dublin/Oakland. Continue onto 280 South and follow signs to 880 South towards San Jose/San Mateo bridge. Merge onto interstate 80 South. Take the Stevenson Blvd. Turn right onto Stevenson Blvd, turn left onto Boyce Road. Destination is on the right.

Directions to Fremont Recycling Station from Oakland/San Francisco:

From interstate 80 East, take the interstate 80 South exit toward Alameda/San Jose Airport. Merge onto I-880 South/interstate 880. Take the Stevenson Blvd. exit. Turn right onto Stevenson Blvd, turn left onto Boyce Road. Destination is on the right.

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

**Thursday, June 9, 2016
4:00 p.m.**

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

I. CALL TO ORDER

Dianne Martinez, 2nd Vice President, called the meeting to order at 4:01 p.m.

II. ROLL CALL

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

Members Absent:

Greg Jones, City of Hayward
Michael Peltz, Solid Waste Industry Representative

Staff Present:

Wendy Sommer, Executive Director
Tom Padia, Deputy Executive Director
Pat Cabrera, Administrative Services Director
Angelina Vergara, Program Manager
Rachel Lowy, Student Action Project Associate
Debra Kaufman, Senior Program Manager
Audrey Beaman, County Counsel
Chinwe Omani, Executive Assistant for Clerk of the Board

Others Present:

Tom DelConte, General Manager, Vision Recycling
Student Representatives from Bay Farm School, Alameda
Michelle Kuttner, Bay Farm School and Go Green Program

III. ANNOUNCEMENTS BY THE PRESIDENT

There were none.

IV. CONSENT CALENDAR

- | | |
|--|--------------------|
| 1. Approval of the Draft Joint Minutes of May 12, 2016 (Wendy Sommer) | Action |
| 2. Board Attendance Record (Wendy Sommer) | Information |

3. Written Report of Ex Parte Communications (Wendy Sommer) Information

Board member Pentin made the motion to approve the Consent Calendar. Board member Alonzo seconded and the motion carried 7-0-1 (Jones, Peltz, & Stein absent) (Young abstained).

V. OPEN PUBLIC DISCUSSION

There was none.

VI. REGULAR CALENDAR

The agenda was reordered to hear item #3 before item #2.

- 1. Proposed FY 2016/17 Budget (Wendy Sommer & Pat Cabrera) Action/
Adopt the FY 16/17 Budget as it pertains to the RB and as outlined in the Public Hearing
attached Resolution.**

Vice President Martinez opened the public hearing. There were no public comments on this item and the public hearing was closed. Pat Cabrera announced that Board members received a thorough presentation and discussion of the proposed budget at the April joint WMA/RB/EC meeting and the WMA Board adopted its portion of the budget at their May 25th meeting.

Board member Pentin made the motion to adopt the FY 2016-2017 budget as it pertains to the Recycling Board and as outlined in the attached resolution. Board member Maass seconded and the motion carried 8-0 (Jones, Peltz, and Stein absent).

- 2. 4Rs (Reduce, Reuse, Recycle, Rot) Student Action Project Presentation Information
(Angelina Vergara).**

This item is for information only.

Angelina Vergara provided a brief overview of the staff report and presented a PowerPoint presentation. The presentation is available here: [4Rs-Memo-06-09-16.pdf](#)

Ms. Vergara introduced student representatives and their parents from Bay Farm School in Alameda, Michelle Kuttner (Bay Farm School teacher and Go Green Program Leader), and Rachel Lowy (StopWaste Student Action Project Lead Associate). An audio of the presentation is available here: [4Rs Student Presentation](#)

Board members were enthusiastic in their support of the program and thanked the students for their lively and impressive presentation.

- 3. Amendment to the Alameda County Integrated Waste Management Plan to include the Vision Recycling Compost Operation/Facility in the unincorporated Area of Livermore (Debra Kaufman) Action**

Staff recommends that the Planning & Organization Committee and the Recycling Board (in its role as Local Task Force) recommend to the Authority Board that it hold a first reading of the CoIWMP Amendment ordinance (Attachment A) at the June 22 meeting to (1) amend the CoIWMP (Exhibit 1) to include the Vision Recycling Compost Facility in the unincorporated Livermore area, and make additional changes for consistency, (2) find that the Vision Recycling Compost Facility conforms to the CoIWMP as amended, and (3) make the findings required by CEQA, and also recommend that the Authority Board hold a public hearing and second reading of the CoIWMP Amendment ordinance and adopt the ordinance at the July 27 meeting.

Debra Kaufman provided an overview of the staff report. The report is available here: [CoIWMP-Vision-Recycling-06-09-16.pdf](#)

Tom DelConte stated as a lifelong resident of Alameda County he is pleased to see the opportunity for a composting facility in in the county. Board member Sherman stated that this is a significant step in the materials processing arena and we should continue to pursue opportunities to build up organics recovery and processing in-county. Board member Sherman added that having the ability to handle lawn trimmings and wood scraps locally is very important to ensure the ongoing ability to process and use the material. Board member Sherman inquired about the available markets for the material. Mr. DelConte responded that the vision of Vision Recycling is to move compost back into local soil. He added some of the materials may go outside of the local market but they have great relationships with the local landscaping community. Rachel Lowy thanked Vision Recycling for the compost and mulch they have donated to Lawn to Garden activities, including Student Action Projects.

Board Member Sherman made the motion to approve the staff recommendation. Board member Pentin seconded and the motion carried 8-0 (Jones, Peltz & Stein absent).

VII. OTHER PUBLIC INPUT

There was none.

VIII. COMMUNICATIONS/MEMBER COMMENTS

Wendy Sommer announced that this was the final meeting for County Counsel Audrey Beaman. Ms. Sommer thanked Ms. Beaman for her invaluable support.

IX. ADJOURNMENT

The meeting adjourned at 4:53pm

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2016 - ALAMEDA COUNTY RECYCLING BOARD ATTENDANCE

	J	F	M	A	M	J	J	A	S	O	N	D
REGULAR MEMBERS												
A. Alonzo	X	X	X	X	X	X						
G. Jones	X	I	X	X	X	A						
B. Larrabe	X	X	X	A	X	X						
P. Maass	X	X	X	X	I	X						
D. Martinez	X	X	X	I	X	X						
D. O'Donnell	X	X	X	X	X	X						
M. Peltz	X	A	X	X	X	A						
J. Pentin	X	I	I	X	A	X						
T. Rood	X	X	X	X	X	I						
S. Sherman	X	X	X	X	X	X						
T. Stein	X	X	X	X	X	X						
INTERIM APPOINTEES												
D. Biddle		X			X							
S. Young		X				X						
D. Sadoff			X									
D. Kalb				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: July 14, 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: July 14, 2016
TO: Planning & Organization Committee/Recycling Board
FROM: Wendy Sommer, Executive Director
BY: Meri Soll, Senior Program Manager
SUBJECT: Tri City Volunteers – grantee presentation

SUMMARY

The Recycling Board has awarded grants through the Grants to Nonprofits program for over 20 years via an open Request for Proposal process. The Board has requested periodic status reports on grant recipients. Staff has selected Tri City Volunteers (based in Fremont) to provide an update and brief presentation on the reuse and waste reduction/prevention activities they have been engaged in as a result of grant funding.

DISCUSSION

Tri-City Volunteers is a non-denominational, non-profit organization that provides food assistance and low cost clothing and household items to the residents of Alameda County, primarily in the tri-cities area. They are the largest client-direct food bank in the area serving up to 16,000 individuals every month through their food cart and bag lunch programs. With a staff of 10, a volunteer force of almost 1,900 and a budget that barely breaks \$600,000, they are extremely efficient in distributing over 6 million pounds of food annually. They have completed a \$5,000 Community Outreach Grant and most recently were awarded a \$20,000 food waste prevention grant to further enhance food waste prevention activities.

Stacy Hart, Agency Manager will provide a brief presentation on Tri City Volunteers' grant activities to date.

RECOMMENDATION

This item is for information only.

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DATE: July 14, 2016

TO: Planning and Organization Committee/Recycling Board

FROM: Wendy Sommer, Executive Director

BY: Meri Soll, Senior Program Manager

SUBJECT: Grants to Nonprofits Program – Year in Review

SUMMARY

The Recycling Board has awarded grants for over 20 years, totaling close to \$8 million dollars in funding. At the July 14, 2016 Recycling Board Meeting, staff will provide an update of grants awarded in FY15/16.

DISCUSSION

The table below identifies the different grant requests and funds disbursed in FY 15/16:

Grant Program	Applications Received	Funds Requested	Applications Approved	Funds Awarded
Competitive Grants to Nonprofits	11	\$436,482	5	\$143,000
Reuse Grants	9	\$135,000	4	\$ 45,000
Community Outreach Grants	14	\$ 70,000	11	\$ 55,000
Mini Grants	4	\$ 20,000	1	\$ 5,000
Lawn to Garden Conversion Grants	4	\$ 20,000	4	\$ 20,000
Food Waste Prevention Grants*	6	\$160,000	4	\$ 90,000
Charity Thrifty Block Grant	1	\$15,000	1	\$ 15,000
TOTAL	49	\$856,482	30	\$373,000

**Part of grant solicitation but utilized Food Waste Prevention Grant funds instead of Grants to Non Profits funds*

A more detailed description of the various grants categories and recipients of FY 15/16 grant funds are attached. (Attachment 1)

Grant Application Review

At the July 2015 RB meeting, Board members shared their concerns regarding recurring grant recipients that rely on our funding every year to augment their annual budget. Board members also voiced a concern that worthy applicants most likely will continue to increase, resulting in long-term impacts on the Agency’s core budget. Board members directed staff to reach out to grant recipients to encourage them to seek other sources of

funding as well as develop a formal evaluation protocol to be used during the grant review process. The protocol was to include criteria and filters such as geography, repeat applications, cost, impact, and need.

To address the Board's concern regarding grantees relying on our annual grants, staff implemented a more robust application review by adjusting the grants process as follows:

- Added language in the RFP: *"Funds for this grant program are limited. Applicants who have been awarded reuse grants in past years should not presume award of funding for every year"*.
- Used a revised version of the Board approved project assessment tool, which was originally developed for the evaluation of Target projects, to better assess a grant applicant's request for funds. The revised assessment tool incorporated all of the Board's requested criteria (Attachment 2).
- Every application was reviewed internally by a minimum of two staff members (selected for their expertise in the grant focus area)
- Site tours were conducted for all new applicants/projects. At those site tours (or verbally by phone), staff shared with nonprofit entities that funding from the various Agency grant programs may not be as readily available in future fiscal years and urged them to find alternative funding sources.

Grant to Non Profits (GNP) Administration

GNP funding is available on a first come - first served basis until funds are expended, with the exception of the competitive and reuse grant funds which are distributed on an annual cycle with an application deadline. Funding for these two focus areas were offered as part of one solicitation, with grant applications due mid-March 2016. These two focus areas offer the largest pot of funds available. Past experience has shown that deadlines for these types of grants are needed to procure qualified applications. A nonprofit can only request funding from ONE grant program (identified above) with the exception of charity thrifts. Charity thrifts may apply for funding from the Charity Thrift Block Grant and one other grant program.

Grant approvals under \$50,000 are processed administratively; using the Executive Director's signing authority. All grants issued under the Executive Director's signing authority are listed in a summary provided at the next regularly scheduled Recycling Board meeting. Recommended grants greater than \$50,000 is brought to the Recycling Board for approval. In addition, recent grant recipients and their accomplishments are highlighted to keep the Board informed.

Staff promotes the grants program in a variety of ways including press releases, outreach to member agencies, mailing to nonprofits in Alameda County, as well as direct outreach to potential recipients. In addition, the Agency regularly utilizes social media such as Instagram, Twitter and Facebook to promote grant opportunities.

RECOMMENDATION

This item is for information only.

ATTACHMENT 1 – Grant Summary and Recipients from FY 15/16

ATTACHMENT 2 – Grant Assessment Matrix

ATTACHMENT 1

Summary of Grant Categories and FY 15/16 Recipients

The following is an overview of the different grant focus areas available to nonprofit communities:

Competitive grants

Funds for nonprofit entities for innovative projects that increase individual and community involvement in source reduction and recycling efforts, decrease the amount of waste generated and sent to the county's landfills, and encourage the development, marketing and use of recycled products

Reuse Operating Grants (ROGS)

The Reuse Operating Grant Program was developed to provide funding for ongoing expenses to nonprofit reuse organizations. After Reduce, Reuse is at the top of the waste reduction hierarchy and therefore the most desirable end use, however, it also tends to be labor intensive with low retail sales prices, making it difficult to sustain over time. While reuse activities typically generate revenue, nonprofits need supplemental funding to continue/expand these activities.

Community Outreach Grants

\$5,000 mini grants available for nonprofit organizations that provide services to, or whose members are comprised of, low socioeconomic status, racial or ethnic minorities, disadvantaged and/or non-English speakers, to increase participation in residential food scrap recycling. The goal of this grant is to utilize local nonprofits to provide a channel of communication that can help StopWaste expand outreach efforts. Grant deliverables include delivery of a customized, comprehensive outreach campaign to their community/membership using the Ready Set Recycle campaign materials provided by StopWaste.

Mini Grants Program

The Mini-grant Program is designed to effectively meet the needs of a wide variety of potential applicants who need access to a relatively small amount of money, within a brief period of time, for a specific and limited purpose. Goal is to fund innovative projects which will increase individual and community involvement in source reduction efforts; decrease the amount of waste generated and sent to the County's landfills, and encourages the development, marketing and use of recycled products.

Lawn to Garden Conversion Grants

\$5,000 mini grants to convert small lawns into sustainable landscapes at nonprofit facilities (including HOAs) located in Alameda County. Grant funds to cover the costs of supplies, plants and technical assistance. As communities regularly congregate at these types of facilities, projects in these public settings will provide excellent opportunities to promote lawn conversion programs to communities we traditionally do not reach. Community members invited to participate in converting the lawn so that they are able to do the same with their own lawn – the ripple effect.

Food Waste Prevention Grants

Grant funding for innovative projects that prevent waste before it is created; priority given for projects that increase recovery/food donation efforts; involve a cross section of business types including high volume production kitchens and nonprofit entities. This grant funding is for prevention and recovery, not food waste diversion for composting.

Charity Thrift Block Grants

This block grant was developed by the Waste Management Authority Board in 1998 in response to requests by local charity thrifts to provide partial relief from high disposal expenses, due in part to WMA fees. Funds are available for Alameda County nonprofits that reuse donated goods or materials and receive more than 50 percent of their revenue from the hauling and sale of those donated goods or materials. The grant program currently offers reimbursement to charity thrifts at \$6.49 per ton (up to \$15,000 per grant).

FY 15/16 Grant Recipients:

GRANTEE	CITY	AMOUNT	SUMMARY OF GRANT ACTIVITIES
COMPETITIVE GRANTS			
Civicorps Schools	Oakland	\$45,000	Funds to purchase a new rear loader truck to expand Recycling Social Enterprise program which will provide service to over 760 County businesses for recycling services as well as provide job training to at risk youth.
Fertile Groundworks	Livermore	\$18,000	Funding to leverage and expand existing composting education and demonstration center enabling grantee to better serve attendees. Funding for composting infrastructure and site upgrades.
Ecology Center	Berkeley	\$20,000	Create a self-sustaining, youth driven enterprise replication model on food scrap recycling for multi family residences in Berkeley. Funds to provide outreach and technical assistance to multifamily residences. Work with the City of Berkeley for comprehensive waste audit and recycling implementation and education services to large Berkeley Multi-family dwellings; provides job training to youth.
Rising Sun	Fremont, Oakland, Hayward, Union City	\$15,000	Provide waste diversion education and resources to 1,000 residences in several Alameda County cities as part of a larger, ongoing outreach summer program.
MedShare	San Leandro	\$45,000	Hospital Waste Diversion-Reuse Expansion Program. Matching funding to support purchase of new truck to increase capacity to accept and process more medical supplies for reuse.
REUSE GRANTS			
Wardrobe for Opportunity	Oakland	\$10,000	Find a Job Program. Collect donations of professional clothes and redistributes to low-income, job-seeking clients. 32,000 items of clothing reused each year reaching 2,000 unemployed members.
Tri Valley YMCA	Dublin	\$15,000	Funding to support expansion of collection program of surplus goods to be distributed to those in need in the Tri Valley area. Funds will provide additional staffing for program activities.
Waterside Workshops	Berkeley	\$10,000	Street Level Cycles community bicycle shop utilizes donated and discarded bicycles as raw material to teach youth valuable job skills to learn how to rebuild bicycles using salvaged materials. Provides services to low-income youth and adults.
Loved Twice	Oakland	\$10,000	Clothing newborns-in-need in Alameda County with quality reused baby clothes. Project to clothe 600 babies, reusing 3 tons of clothing equivalent to 45,000 garments distributed and reused.
MINI GRANTS			
California Invasive Plant Council	Berkeley	\$5,000	Funds to support develop invasive plant list to streamline the process for landscape professionals to check plant lists for compliance with California green building code. Supports Bay Friendly project.

GRANTEE	CITY	AMOUNT	SUMMARY OF GRANT ACTIVITIES
COMMUNITY OUTREACH GRANTS			
Planting Justice	Oakland	\$5,000	
Hikmah Institute	Union City	\$5,000	
Vietnamese Community Center	Oakland	\$5,000	
Stonebrae Elementary PTA	Hayward	\$5,000	
ICLEI	Oakland	\$5,000	
Girls Inc.	Alameda	\$5,000	
Building Opportunities for Self Sufficiency	Berkeley	\$5,000	
Tabernacle Church	Oakland	\$5,000	
Berkeley Food Pantry	Berkeley	\$5,000	
Mujeres de Unidas	Hayward, Livermore Oakland	\$5,000	
Acta Non Verba	Oakland	\$5,000	
LAWN TO GARDEN GRANTS			
First Baptist Church of Alameda	Alameda	\$5,000	
Hayward Church	Hayward	\$5,000	
Harbor Bay Isle HOA	Alameda	\$5,000	
Trinity Luther Church	Alameda	\$5,000	
FOOD WASTE PREVENTION GRANTS (GRANTS FUNDED USING FOOD WASTE PREVENTION GRANT FUNDS)			
Tri City Volunteers	Fremont, Newark Union City	\$30,000	Tri City Volunteer's Clients Choose program will reduce wasted food by setting up a client choice food distribution model. TCV is the largest direct-to-client hunger relief organization in Alameda County, serving over five million meals annually to over 16,000 low-income residents of Fremont, Newark and Union City.
Tri Valley Haven	Livermore	\$20,000	Funding to expand Food Pantry grocery rescue program by increasing the amount of grocery rescue pickups that the food pantry conducts every week. Grant would help reduce the amount food waste from area grocery stores and better serve more people experiencing hunger.
Hope for the Heart	Hayward	\$20,000	Expand pick up and distribution of prepared food; procure new avenues in the prepared food rescue program. Grant will allow Hope 4 the Heart volunteers to develop new partnerships with restaurants, catering companies and small cafes to keep prepared food from the landfill.
Alameda County Food Bank Oakland	Countywide	\$20,000	Grocery Rescue Program: Recovering Food to Feed Hungry People in Alameda County. This program directly puts more food into the hands of those who need it and provides grocery stores an operational and financial benefit from shipping food waste to Alameda County landfills.
CHARITY THRIFT BLOCK GRANT			
Goodwill of East Bay	Countywide	\$15,000	

ATTACHMENT 2



GRANT ASSESSMENT

Applicant Name: _____

Project Name: _____

Grant Type: Competitive Food Waste Prevention/Recovery Reuse Operating

Grant Request \$: _____

Comp Grant: Municipal Partnership Reuse Recycling Based Businesses
 Food Waste Prevention Other: _____

Materials: C&D Food Waste Yard Waste Unpainted Wood Paper Cardboard Film Plastic
 Other: Medical Equipment/Supplies _____

Estimated Diversion: _____

Estimated Audience Size: _____

Previous Grantee? Yes No **Previous Funding Amount:**

Criteria	Response <i>Yes, No, Maybe</i>	Assessment/Comments
Organizational Capacity Is the grantee positioned to effectively carry out the deliverables in the grant? Do they have demonstrated experience, qualified staff and/or contractors, and facilities and resources sufficient for project? Has the applicant demonstrated commitment to completing the project? Does organization demonstrate sound fiscal management?		
Project Conception & Technical Feasibility Is the proposal clear and comprehensible? Are activities well defined and feasible? Is the timeline realistic? Aside from cost or other factors, can it be done? Is the technology available and the pieces in place?		
Influence/Geographic Scale Is the applicant 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)? Is the project scalable or replicable?		
Timeliness & Leverage Is the grant timely given the current societal and political environment and/or internal considerations? Are “stars		

aligned”, are there funding or other opportunities to leverage?		
Alignment with goals/partners Does the grant align with or support goals/initiatives Agency? Or of our Member Agencies and other potential partners (e.g., water agencies)? Is there opportunity to collaborate? Does it complement or duplicate existing Agency programs? Is it equitable? Does the proposal target more difficult to reach areas of Alameda County (east and/or south)?		
Innovation & Leadership Is the applicant 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? Does it provide a model for others?		
Measurability Practically speaking, can progress be measured? Are activities clearly defined and realistic? Note the metric/method (typically, tonnages and/or audiences). Are there evaluation methods, including a baseline?		
Budget/Financial Viability Is current grant budget reasonable? Is the project sustainable and/or transferrable? Is there a plan for funding after the end of the grant term?		
Environmental Impact & Cost Effectiveness Consider the overall magnitude of impact of the grant, along with costs to determine the overall "bang for your buck." Is there actual and measurable recovery or diversion? Are there significant public education activities? What is the cost/ton (if applicable)? What are the environmental impacts?		
Community/Social Impact Consider social and economic impacts on the community. Job creation, feeding the hungry, other community benefits? What does the community think of the effort? Is public stakeholder effort needed?		
Questions		
Comments:		
Recommendation: Reviewer:		

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DATE: July 14, 2016

TO: Planning & Organization Committee/Recycling Board

FROM: Wendy Sommer, Executive Director

BY: Jeff Becerra, Communications Manager; Judi Ettlinger, Senior Program Manager

SUBJECT: Outreach Strategies for Programmatic Success

SUMMARY

Our success in achieving Agency goals requires effective outreach to our primary audiences and project partners—the employers, schools, residents and governments of Alameda County. At the July 14 Planning & Organization Committee/Recycling Board, staff will review the outreach strategies we utilize for the residential sector and the rationale behind them, with the purpose of providing background for the programmatic prioritization the Board will undertake in the fall.

DISCUSSION

This fall the Board will undergo a process of setting priorities for the next two years. One anticipated outcome is clarification to staff on the level of emphasis we give to outreach based projects that target residents and their role in achieving Agency goals. Based on the 2008 Waste Characterization Study, approximately 44 percent of landfill tonnages come from the residential sector.

To be successful and provide significant benefits to the region, our work needs to result in changing habits and routines, which can be difficult to do. What does it take to both reach and engage diverse audiences in effective ways? We develop our campaigns to stand out, be relevant, and communicate with people leveraging the channels that they use. We work to foster and capitalize on individual and community motivation, creating and supporting their ability to take action. If people are going to change, they have to have a reason to do something and it needs to feel easy.

We address these challenges for our projects targeting residential audiences by using a diverse array of outreach strategies that work together to maximize effectiveness.

- Media campaigns (advertising)
Broad media campaigns, typically through advertising, provide “air cover” and awareness of the issues and opportunities we’re addressing. We typically use this approach with our initiatives on food scrap composting, converting lawns to gardens, and reducing food waste.
 - Includes transit (BART, buses, other out-of-home), online ads and videos, Pandora, etc. Where possible, we look to include media that can be targeted to a specific audience.
 - These campaigns are most effective when combined with other types of outreach.

- Community outreach
On-the-ground community level engagement allows us to go deeper than media campaigns, and tailor messages to specific audiences. Community group grantees take this a step further by conducting their own outreach to their constituents.
 - Community outreach grants and presentations
 - K-12 school initiatives
 - Tabling at community events

- Engagement tactics (triggers)
These provide or tap into motivations needed for people to create new habits.
 - Commitment – Pledges can help people overcome procrastination and take on bigger commitments down the road.
 - Norming – Pledge boards, murals and lawn signage show that the activities we’re promoting are acceptable and the norm, increasing the likelihood of further traction for a given community.
 - Prompts – Signage or instructions at the point of action, or physical objects like a small food scrap container in the kitchen, act as reminders and reinforcements for the habits we’re looking for residents to create.
 - Liking – People better respond to messengers they like, such as community members, family, children and friends.

- Partnerships
Partnering with other groups allows us to reach and engage audiences that value the partner organization.
 - Cal Athletics
 - Member Agencies
 - Nonprofits
 - Local networks such as Used Oil and BayROC
 - National networks such as the EPA and NRDC for Save the Food

- Evaluation
We continually review our outreach campaigns to understand their effectiveness and make modifications as appropriate.

- Garbage cart sorts provide a data baseline and mark trends of how much recyclable and compostable material is in the trash.
- Phone surveys allow us to better understand the motivations and knowledge residents have relevant to increasing engagement in our initiatives.
- We are conducting pilot tests in Fremont for Ready Set Recycle, using control and test groups to evaluate various engagements to prompt improvement in the rates of food scrap composting.
- When we embark on a new initiative at the Agency, we have an internal evaluation process that includes development of a project brief to identify the appropriate mix of outreach tactics and opportunities for coordination with other projects or partners.

Creating successful campaigns for waste reduction projects requires the right mix of strategies and tactics, message consistency and appropriate timelines. Campaigns often grow and change over time building on what we learn along the way. Thoughtful, regular evaluation and adjustments are key elements for increasing impact and participation.

RECOMMENDATION

This item is for information only.