

Waste Management Authority (WMA) and

Energy Council (EC) Members

Jennifer West, **WMA President**

Emeryville, WMA, EC

Pauline Cutter, **WMA 1st Vice President, EC President,**

San Leandro, WMA, EC

Jerry Pentin, **WMA 2nd Vice President**

Pleasanton, WMA

Dan Kalb, **EC 1st Vice President**

Oakland, WMA, EC

Greg Jones, **EC 2nd Vice President**

Hayward, WMA, EC

Keith Carson, Alameda County, WMA, EC

Lena Tam, Alameda, WMA, EC

Peter Maass, Albany, WMA, EC

Gordon Wozniak, Berkeley, WMA, EC

Dave Sadoff, Castro Valley Sanitary District, WMA

Don Biddle, Dublin, WMA, EC

Anu Natarajan, Fremont, WMA, EC

Laureen Turner, Livermore, WMA

Luis Freitas, Newark, WMA, EC

Laython Landis, Oro Loma Sanitary District, WMA

Tim Rood, Piedmont, WMA, EC

Lorin Ellis, Union City, WMA, EC

AGENDA

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

Wednesday, October 22, 2014

3:00 P.M.

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

Meeting is wheelchair accessible. Sign language interpreter may be available upon five (5) days notice by calling 510-891-6500. Members of the public wanting to add an item to a future agenda may contact 510-891-6500.

I. CALL TO ORDER (WMA & EC)

II. ROLL CALL (WMA & EC)

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

Page **IV. CONSENT CALENDAR (WMA & EC)**

- | | | |
|----|--|--------------------|
| 1 | 1. Approval of the Draft Joint Minutes of September 17, 2014 (WMA & EC-Separate Votes) (Gary Wolff & Wendy Sommer) | Action |
| 7 | 2. Legislative Status for 2014 (WMA only) (Gary Wolff, Wendy Sommer & Debra Kaufman)
This item is for information only | Information |
| 9 | 3. Minutes of the September 16, 2014 Technical Advisory Group (TAG) (EC only) (Gary Wolff, Wendy Sommer & Karen Kho) | Information |
| 11 | 4. Grants Under \$50,000 (WMA only) (Gary Wolff) | Information |

V. OPEN PUBLIC DISCUSSION (WMA & EC)

An opportunity is provided for any member of the public wishing to speak on any matter within the jurisdiction of the board or council, but not listed on the agenda. Total time limit of 30 minutes with each speaker limited to three minutes.

VI. REGULAR CALENDAR (WMA & EC)

- | | | |
|----|---|--------------------|
| 13 | 1. Reusable Bag Ordinance 2012-2: Process for Potential Expansion (WMA only)
(Gary Wolff, Wendy Sommer & Meri Soll)
Staff recommends that the WMA Board adopt the proposed schedule and deliverables identified in the staff report as the process to be followed for consideration of expansion of Ordinance 2012-2. | Action |
| 15 | 2. Update on Commercial Sector and Water-Energy Nexus Priority Areas (EC only)
(Gary Wolff, Wendy Sommer & Karen Kho)
This item is for information only. | Information |
- VII. COMMUNICATIONS/MEMBER COMMENTS (WMA & EC)**
- VIII. ADJOURNMENT (WMA & EC)**

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**MINUTES OF THE JOINT MEETING OF THE
ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY (WMA) BOARD,
THE ALAMEDA COUNTY RECYCLING BOARD (RB)**

**AND
THE ENERGY COUNCIL (EC)**

Wednesday, September 17, 2014

3:00 p.m.

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

I. CALL TO ORDER

President West, WMA, called the meeting to order at 3:05 p.m.

II. ROLL CALL

WMA & EC

City of Alameda	Lena Tam
City of Albany	Peter Maass
City of Berkeley	Gordon Wozniak
Castro Valley Sanitary District	Dave Sadoff
City of Dublin	Don Biddle
City of Emeryville	Jennifer West
City of Fremont	Anu Natarajan
City of Hayward	Greg Jones
City of Livermore	Laureen Turner
City of Newark	Luis Freitas (left 4:15 p.m.)
City of Oakland	Dan Kalb
City of Piedmont	Tim Rood
City of Pleasanton	Jerry Pentin (left 3:30 p.m.)
City of San Leandro	Pauline Cutter

Absent:

County of Alameda	Keith Carson
Oro Loma Sanitary District	Laython Landis
City of Union City	Lorin Ellis

RB:

Solid Waste Industry Representative	Michael Peltz (via teleconference)
Source Reduction Specialist	Steve Sherman
Environmental Industry	Toni Stein
Recycling Materials Processing Industry	Minna Tao

Absent:

Recycling Programs	Chris Kirschenheuter
Environmental Organization	Daniel O'Donnell

Staff Participating:

Gary Wolff, Executive Director
Jeff Becerra, Communications Manager
Richard Taylor, Counsel, Authority Board
Arliiss Dunn, Clerk of the Board

Others Participating:

John Fusco, Senior Engineer, EOA Inc

III. ANNOUNCEMENTS BY THE PRESIDENTS

President West welcomed the new Board members; Greg Jones, city of Hayward (WMA), and Toni Stein, Environmental Educator (RB). A roundtable of introductions followed.

Mayor Halliday, City of Hayward, thanked the Board for its support during her tenure and pledged her continuous support of the agency's programs. Mr. Wolff presented Mayor Halliday with a recycled glass bowl for her service, and presented Boardmember Tam with a recycled glass platter for her service as the 2013/14 Energy Council President.

IV. CONSENT CALENDAR (WMA, EC & RB)

- | | | |
|----|--|--------------------|
| 1. | Approval of the Draft Minutes of June 25, 2014 and July 23, 2014 (WMA & EC-Separate Votes) (Gary Wolff) | Action |
| 2. | Approval of the Draft Minutes of June 12, 2014, July 10, 2014 & August 14, 2014 (RB only) (Gary Wolff) | Action |
| 3. | Energy Upgrade California Community Ambassadors Grant acceptance (EC only) (Gary Wolff, Wendy Sommer & Karen Kho) | Action |
| 4. | Minutes of the July 18, 2014 and August 27, 2014 Technical Advisory Group (TAG) (EC only) (Gary Wolff) | Information |
| 5. | Recycling Board Attendance Record (Gary Wolff) (RB only) | Information |
| 6. | Written Report of Ex Parte Communications (Gary Wolff) (RB only) | Information |
| 7. | Grants Under \$50,000 (WMA only) (Gary Wolff) | Information |

Board member Freitas made the motion to approve the Consent Calendar for the WMA Board. Board member Wozniak seconded and the motion carried 15-0-1 (Carson, Ellis, and Landis absent) (Jones abstained).

Board member Tam made the motion to approve the Consent Calendar for the Energy Council. Board member Wozniak seconded and the motion carried 14-0-1 (Carson and Ellis absent) (Jones abstained).

Board member Pentin made the motion to approve the Consent Calendar for the Recycling Board with corrections to the Recycling Board attendance roster noted below. Board member Tao seconded and the motion carried 9-0 (Kirschenheuter and O'Donnell absent).

Corrections: Indicate Board member Pentin as "I" for his interim appointment. Indicate Board member Biddle as "A" absent as the interim appointment for Mr. Pentin. Add Boardmember Ellis to the Recycling Board attendance roster and mark him present for the August meeting.

V. OPEN PUBLIC DISCUSSION (WMA, EC & RB)

There was none.

VI. REGULAR CALENDAR (WMA, EC & RB)

- | | | |
|----|---|---------------|
| 1. | Reusable Bag Ordinance - Update and Change in Bag Price Recommendation | Action |
| | Staff recommends that the Authority Board make a finding that the ordinance has achieved its goal to substantially reduce environmental impacts. Under the term of the ordinance, making this finding means that the minimum price per compliant bag will not increase from 10 cents to 25 cents. | |

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Ms. Soll provided an overview of the staff report and presented a powerpoint presentation. The staff report is available here: <http://www.stopwaste.org/docs/Bag%20Update%209.17.14%20joint%20meeting.pdf>
The presentation is available here: <http://www.stopwaste.org/docs/0914-Plastic-bags-Joint-Board%20-9-17.pdf>

Board member Kalb stated that with respect to the Reusable Bag Ordinance and its effect on litter, we are only measuring the effects from the confines of our ordinance and not other sources. Ms. Soll agreed with the statement and stated the task at hand is to determine if the ordinance is effective using data from the affected stores. Mr. Wolff added it is safe to say that of these affected stores the data shows a reduction in the number of plastic bags and therefore a reduction in litter and the policy question before the Board is if the ordinance has been effective at the affected stores. Mr. Kalb stated that the mission is to reduce litter and waste and the conversation about the minimum price could also include expanding the types of affected stores.

Board member Wozniak stated he is pleased that the ordinance is effective in the subset of affected stores and suggests that if the Board decides to consider possible expansion to other stores to continue the 10 cents minimum price per bag. Mr. Wozniak commended staff on an impressive presentation and encourage staff to make presentations to the City Councils. Board member Maass inquired if the data implies that 56% of the bags distributed prior to the ordinance were from stores now covered under the ordinance. Mr. Fisco stated that the data post ordinance indicates that there has been a significant decrease in plastic bags in the storm drain from covered stores. Most of the bags contributing to the litter problem were from box stores and large grocery stores. Another contributing factor is adjacent counties that have not adopted similar ordinances.

Board member Maass commented on the Australian study regarding the effects on GHG impact with respect to reusable bags, and stated that if the bags are being produced in reaction to such ordinances and not being used there is an increase to the GHG impact (*Ms. Soll provided an errata sheet as a correction to the language in the staff memo about the Australian report. It is included in the minutes as a matter of record*). Board member Rood thanked staff for the press release on the success of the ordinance which he shared with his Council and inquired about the metrics the Board should use when making a determination. Mr. Wolff stated the language contained in the ordinance - that the ordinance has substantially reduced the environmental impacts of single use bags -- is the basis for a determination. Mr. Rood stated the ordinance has been effective based on the businesses covered under the ordinance. Ms. Stein inquired about data that shows the reduction in both paper and plastic bags. Mr. Wolff stated that we did not calculate the percentages for paper bags, but one could from the data presented. Board member Natarajan inquired about the effects of SB270 on our ordinance. Ms. Soll stated that the agency can modify the ordinance in only two ways if SB270 is signed into law: expand the types of stores covered, or increase the minimum price per compliant bag. Ms. Natarajan stated her support for not increasing the minimum price from 10 cents and her support for making the report available to the Councils and the public at large. Mr. Sadoff stated that staff has provided strong evidence that the ordinance has been effective and supports the staff recommendation. Board member West inquired about other opportunities for having the discussion about raising the minimum price. Mr. Wolff stated that if an option in the discussion of expansion would require raising the minimum price, then the Board could do it as part of that process. Board member Rood asked for clarification regarding SB270 and compostable bags. Ms. Soll stated the bill would allow compostable bags, but we would not have to adhere to those regulations as our ordinance is grandfathered in.

Board member Kalb stated that he would like to amend the recommendation to add the phrase "from among stores covered by this ordinance. Authority Counsel recommends that the recommendation states "Having reviewed the information from the stores here the Authority Board make a finding that the ordinance has substantially reduced the environmental impacts of single use bags. Under the terms of the ordinance, making this finding means that the minimum price per compliant bag will not increase from 10 cents to 25 cents."

Board member. Wozniak made the motion to accept the amended recommendation. Board member Turner seconded and the motion carried 15-0 (Carson, Ellis, Landis and Pentin absent).

2. WMA Vacancies on the Recycling Board (WMA only) (Gary Wolff)

Action

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Make an appointment to the Recycling Board now, and schedule other possible replacement appointments on the November WMA meeting agenda.

Board members accepted the staff recommendation to allow those Board members whose terms will be ending to continue to serve until a replacement is made. Mayor Halliday resigned her position and there is a vacancy for her position. Board member Cutter nominated Greg Jones (Hayward) to serve on the Recycling Board. Board member Turner seconded and the motion carried 15-0 (Carson, Ellis, Landis, and Pentin absent).

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

(P&O and Recycling Board meeting, October 9th at 7:00 pm - Castro Valley Library, 3600 Norbridge Ave, Castro Valley, CA)

Board members Natarajan, Tao, and Wozniak requested interim appointments. Mr. Wolff informed Ms. Tao that the Board of Supervisors are required to appoint an interim appointment for Board of Supervisor appointees to the Recycling Board. Staff will investigate this possibility. Mr. Peltz stated that he will need to teleconference in for the meeting. Mr. Sadoff volunteered to attend for Ms. Natarajan and Ms. Cutter volunteered to attend for Mr. Wozniak. Mr. Wozniak made the motion to accept the interim appointments. Ms. Turner seconded and the motion carried 15-0 (Carson, Ellis, Landis and Pentin absent).

4. Enforcement Update (WMA & RB only) (Gary Wolff & Brian Mathews) **Information**

This report is for information only.

Brian Matthews provided an overview of the staff report and a powerpoint presentation. The report is available here: <http://www.stopwaste.org/docs/enforcement%20update%20memo.pdf>

The presentation is available here: <http://www.stopwaste.org/docs/0914-Sept-2014-WMA-RB-Board-Enf-Presentation-Final-handout.pdf>

Board member Biddle inquired about any progress with the State with respect to facility fees. Mr. Mathews stated that the State is looking at legislative actions and staff is having discussions with CalRecycle and trying to get certain elements resolved but there is nothing specific to report. Mr. Wolff added the agency can adopt a local ordinance requiring haulers to use either landfills in-county or landfills out-of -county that voluntarily agree to our reporting requirements. The enforcement of that ordinance will be challenging. Staff will be bringing information on fee evasion to the Board in the Spring of 2015. Mr. Wolff added he has requested a follow up meeting with Carol Mortensen, the Director of CalRecycle, for a status report on items that they had asked us to do and we have done, and what might be the best course of action going forward. Mr. Biddle inquired about the amount of revenue we are losing to fee evasion. Mr. Mathews stated the estimates are that government is losing upwards of \$1 million per year. Mr. Wolff clarified that the size of the losses depends on whether the waste on which fees are not being paid would be subject to Measure D and franchise fees, not just our facility fee. The Board thanked Mr. Mathews for his report.

5. Preview of New Agency Website (WMA, EC & RB) (Gary Wolff & Jeff Becerra) **Information**

This report is for information only.

Jeff Becerra provided a preview of the new agency website. A link to the website is available here:

<http://stopwaste.m7sandbox.com/>

Board member Natarajan recommended having the agency telephone number appear prominently on the website, as well as Board contact information (individually and as a group; e.g., an email for "WMA Board") . Mr. Wolff stated the Board contact information is on the current website in both these forms and will be carried over to the new one. Board member Stein inquired about showing the diversion rates among cities as well as State comparisons as this can provide competitive incentive, as well as information on green businesses, zero waste businesses, and links to ABAG, etc. Mr. Becerra stated the website does contain information on green

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businesses but we don't have a comparison dashboard but will look into adding it in. Board members thanked Mr. Becerra for his presentation and looks forward to the live launching of the website.

VII. COMMUNICATIONS/MEMBER COMMENTS (WMA & EC)

Information

- Recycling Board Member Reports from CRRRA (RB only) (Gary Wolff)

Board member Turner shared a photo of a hand made organic recycling container located in a remote part of Mexico during a teaching assignment.

Board member Sherman provided an update regarding his attendance at the CRRRA Conference in San Jose as a member of the Recycling Board. Mr. Sherman stated that StopWaste continues to be a path breaker and does not shy away from showing leadership. The presentations from staff on mandatory recycling received packed audiences, and the manner in which the agency is able to move broad initiatives forward was lauded. Mr. Sherman stated he was very proud of the work of the agency and the impact extends beyond Alameda County. Board member Natarajan inquired about the context of StopWaste leasing or buying the Davis Street Transfer station. Mr. Wolff stated that this topic was brought forward from speculation that if Waste Management loses the Oakland contract they may want to sell the station. Mr. Wolff added he has spoken with them and they have said they have no intention of selling the station if they lose the Oakland contract as their operations are significant within Alameda County even without the City of Oakland. Board member Rood inquired if the Authority owns any such facilities. Mr. Wolff stated the Authority owns 1600 acres in East County for the specific purpose of developing a landfill in the event that there was not adequate landfill capacity or if the pricing of landfill capacity was too high, or we could develop a composting facility there although it's not the ideal location due to cost issues involving grading, water supply issues, etc. However, there are plans for a water treatment facility in Zone 7 that could supply water to the site if we were to develop a compost facility on the site in the future.

VIII. ADJOURNMENT (WMA & RB)

The WMA and RB portion of the meeting adjourned at 4:25 p.m.

IX. REGULAR CALENDAR (EC)

X. Community Choice Aggregator - Letter of Interest (EC only) (Gary Wolff & Wendy Sommer)

Action

Staff recommends that the Energy Council:

1. Elect the 1st Vice President to be the President of the Council; the 2nd Vice President to fill the 1st Vice President position; and another Council member to fill the 2nd Vice President role
2. Review, approve, and authorize the Council President and Executive Director to sign and send the attached letters

Wendy Sommer provided an overview of the staff report. The staff report is available here:

<http://www.stopwaste.org/docs/CCA%20file.pdf>

Karen Kho provided a powerpoint presentation of the Energy Council's current projects, accomplishments, and technical qualifications. The presentation is available here: <http://www.stopwaste.org/docs/0914-EC-Accomplishments-and-Quals.pdf>

Board member Wozniak made the motion to elect Pauline Cutter as President and Dan Kalb as 1st Vice President. Board member Natarajan seconded and the motion carried 14-0 (Carson, Ellis, and Freitas absent). Board member Natarajan nominated Greg Jones as the 2nd Vice President. Board member Wozniak seconded and the motion carried 14-0 (Carson, Ellis, and Freitas absent).

Board member Kalb commended staff on the Energy Council's efforts and inquired about receiving a future update on how staff is engaging contractors and working with them to educate and inform property owners about the opportunities as well as promoting the programs. Ms. Kho stated the multi-family program operating

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in nine counties in the bay area recently went through a program review by the Public Utilities Commission and was compared to the five other programs operating throughout the State. Our program was recognized as the only program that has any significant enrollment for market rate buildings. Most of the other programs only have affordable housing projects in their portfolios.

XI. ADJOURNMENT (EC)

The EC portion of the meeting adjourned at 4:40 p.m.

Date: October 15, 2014

TO: Waste Management Authority (WMA) Board

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

BY: Debra Kaufman, Senior Program Manager

SUBJECT: Legislative Status for 2014

BACKGROUND:

The 2013-2014 regular session of the California Legislature has adjourned. A memo updating the Programs and Administration (P&A) Committee and the Planning and Organization (P&O) Committee/ Recycling Board was on the October 9th agendas, as an information item. The memo is available at: http://www.stopwaste.org/docs/porb_Leg_memo_2014_update.pdf. Staff plans to discuss (and ask the Boards to approve) priorities for the upcoming legislative session at the November 19th WMA meeting and the December 11th Recycling Board meeting.

RECOMMENDATION:

This item is for information only.

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Date: October 15, 2014

TO: Authority & Recycling Board

FROM: Gary Wolff, Executive Director

SUBJECT: Informational Report on Grants Issued Under ED Signature Authority

General Mini-grant and board agendas by giving the Executive Director authority to sign contracts and grant agreements less than \$50,000. A condition of the new grant policy is that staff inform Board members of the small grants issued at the next regularly scheduled Board meeting.

Grants – September 15 2014 - October 15, 02014

Project Name	Grant Recipient	Project Type/Description	Location	Verification	Grant Amount	Board
Community Outreach Grants	Peoples Grocery	Non-profit grant funds to promote food scrap recycling to difficult to reach audiences (low-income, non-English speaking communities). Grantee to utilize Agency outreach materials to reach communities using their networks and social media.	Oakland	Final Report	\$5,000	RB
Community Outreach Grants	Le Conte Elementary School PTA	Non-profit grant funds to promote food scrap recycling to difficult to reach audiences (low-income, non-English speaking communities). Grantee to utilize Agency outreach materials to reach communities using their networks and social media	Berkeley	Final Reports	\$5,000	RB

Project Name	Grant Recipient	Project Type/Description	Location	Verification	Grant Amount	Board
General Mini Grant	Fix It Clinic	Funds to be used to coordinate and offer up to 5 “Fix It” Clinics in the East and South portions of Alameda County. Clinics provide guided disassembly and repair of a variety of broken items.	South and East County	Final Report	\$5,000	
Community Outreach Grants	Big Heart Wellness Center at St. Bartholomew’s Church	Non-profit grant funds to promote food scrap recycling to difficult to reach audiences (low-income, non-English speaking communities). Grantee to utilize Agency outreach materials to reach communities using their networks and social media	Livermore	Final Report	\$5,000	RB
Community Outreach Grants	San Leandro Boys and Girls Club	Non-profit grant funds to promote food scrap recycling to difficult to reach audiences (low-income, non-English speaking communities). Grantee to utilize Agency outreach materials to reach communities using their networks and social media	San Leandro	Final Report	\$5,000	RB
General Mini Grant	Crucible Art Center	Funds to support their bicycle reuse program and provide job training to at risk youth.	Oakland	Final Report	\$5,000	RB
General Mini Grant	Good News Bears	Funds used to develop marketing materials to increase outreach activities to promote organization which provides used and new teddy bears to children in need.	Livermore	Final Report	\$5,000	RB
Community Outreach Grant	Wee Poets	Non-profit grant funds to promote food scrap recycling to difficult to reach audiences (low-income, non-English speaking communities). Grantee to utilize Agency outreach materials to reach communities using their networks and social media	Berkeley	Final Report	\$5,000	RB

Energy Council
TECHNICAL ADVISORY GROUP (TAG)

Tuesday, September 16 2014 – 1:00 pm to 3:00 pm

Attendance:

County of Alameda: Bruce Jensen, Darryl Gray (phone)
City of Alameda: Maria DiMeglio (phone)
City of Albany: Claire Griffing
City of Berkeley: Billi Romain
City of Dublin: Kathy Southern (phone), Roger Bradley (phone)
City of Emeryville: Karen Hemphill, Nancy Humphrey
City of Fremont: Rachel DiFranco
City of Hayward: Corrine Ferreyra
City of Livermore: Judy Erlandson
City of Newark: Myvan Khuu-Seeman
City of Oakland: Shayna Hirshfield-Gold
City of Piedmont: Kevin Jackson
City of San Leandro: Sally Barros (phone)
StopWaste: Karen Kho, Lou Riordan, Wendy Sommer, Heather Larson
Guests: John Law & Simone Blackwell (HERO)

MEETING SUMMARY

CCA Updates

- EC Board item
 - Four letters going to the Board for approval: one for County expressing interest in participating in CCA feasibility study, one for City Managers explaining Energy Council's intentions and naming local representatives, and one requesting coordination with existing CCAs that may extend service areas into Alameda County.
 - Cities requested that EC TAG act as a communication conduit for CCA updates; Wendy will bring this up at the 9/17 Board meeting
- Alameda County feasibility study
 - Bruce Jensen from County of Alameda Planning Department provided update on load request and feasibility study
 - Letters sent from County Administrator to City Managers (except Alameda), to request load data. All that have responded have been positive, but full status update was unavailable
 - Scope of feasibility study not yet developed, and jurisdictions can help shape the questions being asked during feasibility study
 - Overarching goal is, in a reasonable amount of time, to improve on GhG emissions reductions beyond what PG&E can do
 - Secondary goal is to ensure competitive pricing

- Improving local, renewable energy generation is also a goal that has to be balanced with the other two.
- Feasibility study is the first step to getting the process started countywide, and there is no cost and or obligation for jurisdictions to join
- Albany Update
 - Discussions with MCE are on hold. Albany will participate in Alameda County feasibility study

BayREN Planning

- 2015 Budget
 - In anticipation of CPUC's release of 2015 budget decision, BayREN has been discussing how to allocate funds
 - Program leads will provide draft budgets by end of September
- 2016 Proposals
 - There is uncertainty about whether there will be an opportunity to propose new programs in 2016, or whether it may just be the beginning of a rolling funding cycle
 - BayREN is developing a "program rubric" to help evaluate program proposals (released in next few weeks); Proposal need to be made by a BayREN county lead agency
 - October 2014 – budget discussion for 2015
 - November 2014 and beyond – discussion of future 2016 proposals

Program Updates

- Multifamily
 - Continuing to work through reserved projects in the pipeline, with both technical assistance and rebates
 - Six regional lenders are reviewing the Participation Agreement for the MF Capital Advance program
- Codes and Standards
 - September 24 Forum in Oakland with CEC
- Single-family/Home Energy Analyzer
 - Request for city/local level dashboard when statewide tool comes online
- Climate Action Plan Implementation
 - Greening businesses assistance (flyer to be posted to basecamp)
 - Efficiency in Manufacturing Forum being held next week
 - SEEC ClearPath regional training on Oct 20 at StopWaste
- Water-energy RFP/ACOE MOU
 - RFP to be distributed to EC TAG members
- ACOE has approached StopWaste about taking over Leadership for Energy Efficiency Program for schools

Residential PACE Update

- HERO program; northern CA jurisdictions and local contractor status
 - Presentation posted to Basecamp
 - Berkeley and Albany currently are enrolled



DATE: October 15, 2014

TO: Waste Management Authority (WMA) Board

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

BY: Meri Soll, Senior Program Manager

SUBJECT: Reusable Bag Ordinance 2012-2: Process for Potential Expansion

BACKGROUND

On October 9, 2014, staff recommended a process for potential expansion of the Reusable Bag Ordinance (WMA Ordinance 2012-2) to the Program and Administration (P&A) Committee and the Recycling Board/ Planning and Organization (P&O) Committee. The staff memo presented to the Committees is at http://www.stopwaste.org/docs/10-09-14_Bag_memo_packet.pdf.

Both Committees recommended that the Authority Board adopt staff's recommendation that the WMA adopt the proposed schedule and deliverables identified in the staff report as the process to be followed for consideration of expansion of Ordinance 2012-2. The proposed schedule has been excerpted from the staff report and is included as Attachment A. The vote by the P&A Committee was 6-0 (Biddle, Carson, Freitas, Landis, Tam, Turner, absent) and the vote by the P&O Committee and RB was 11-0.

RECOMMENDATION

Staff recommends that the WMA Board adopt the proposed schedule and deliverables identified in the staff report as the process to be followed for consideration of expansion of Ordinance 2012-2.

ATTACHMENT A: Proposed schedule for potential expansion.

ATTACHMENT A – PROPOSED SCHEDULE FOR POTENTIAL EXPANSION OF ORDINANCE 2012-2

TASK	TIMING
Committees: Overview of potential expansion	October 2014
<p>COMMITMENTS NEEDED BEFORE THE FY15/16 BUDGET PROPOSAL:</p> <p>Commitment from Alameda County Clean Water Program to provide financial and programmatic support if the ordinance is expanded to additional stores</p> <p>Clean Water Program staff at <u>all fifteen</u> currently participating member agencies to obtain Chief Executive support or neutrality for <u>the same option</u> (or options, if there is agreement among all fifteen at the staff level that more than one option would be desirable or acceptable).</p>	By March 1, 2015
<i>IF THE TWO COMMITMENTS ABOVE HAVE BEEN MADE, the following activities would be proposed as part of FY 15/16 project budget:</i>	
Finalize Clean Water Program Commitments (in part, through an MOU)	April 2015
Outreach to stakeholders	May – September 2015
Coordinate with cities outside our County with similar expanded store set(s). Review approaches/results/lessons learned	May – August 2015
Compile database of affected stores	July–November 2015
Develop ordinance parameters	July -September 2015
Provide project budget, scope and recommendation to WMA	September 2015
Proposed amendment language presented and reviewed by WMA Board	October 2015
CEQA analysis/EIR Amendment – ONLY if expansion to restaurants is part of proposed project.	November to February 2016
WMA representatives and member agency staff consult with elected colleagues.	November to February 2016
1st reading	March 2016
2nd reading and Adoption	April 2016
Merge data into current database and/or expand to CRM	March - June 2016
Revise and reprint outreach materials	April 2016
Collect baseline data for pre ordinance metrics (parking lot surveys, purchasing data, creek audits, etc)	April –August 2016
Outreach to public and stores	April - September 2016
Mail to notify affected stores with materials and message to use up bags	May 2016
Second mailing to affected stores - remind to use up bags, purchase compliant bags	July 2016
Third mailing to affected stores – final reminder	September 2016
Ordinance Effective	October 2016
FY 16/17 - FY 18/19 (Implementation and enforcement - timeframe dependent upon store set and enforcement approach)	2016-2019
Ongoing activities:	2019 and beyond
Update affected store database, ongoing enforcement, new store inspections, complaint follow ups, respond to hotline calls, update compliant bag listings, effectiveness studies	On going

DATE: October 15, 2014

TO: The Energy Council (EC)

FROM: Gary Wolff, Executive Director

BY: Wendy Sommer, Deputy Executive Director
Karen Kho, Senior Program Manager

SUBJECT: Update on Commercial Sector and Water-Energy Nexus Priority Areas

BACKGROUND

In July 2013, the Energy Council adopted eight priority areas for programs in 2013-15. Staff has been following these priorities when seeking new funding opportunities and partnerships. Five of the priority areas were funded in existing contracts and three priorities represented new opportunities. Staff will provide an update on two of the new areas: integrated program services for small/medium commercial buildings and water-energy nexus.

DISCUSSION

Commercial Sector

On September 25, 2013 the Energy Council entered into a contract amendment with PG&E to support Climate Action Plan (CAP) implementation in Alameda County. As part of this project staff reviewed member agencies' local climate action plans and interviewed local government staff to identify common measures, challenges to implementation, best practices and lessons learned. As directed by the Energy Council when the grant was approved, the CAP findings and list of commercial sector strategies for reducing GHG emissions were agreed upon by all stakeholders, including the member agency Technical Advisory Group (TAG). Staff from ICLEI and the Sonoma County Regional Climate Protection Campaign also provided peer review. In keeping with the Council's priorities, the Energy Council Technical Advisory Group prioritized the strategies and selected three of these for coordinated implementation in 2014. They include business outreach and recognition, business technical assistance and additional outreach specific to the manufacturing sector.

Water-Energy Nexus

The Bay Area Regional Energy Network includes an on-water-bill financing pilot called Pay-As-You-Save (PAYS). Staff promoted this program to all of the water suppliers in Alameda County. The City of

Hayward and the East Bay Municipal Utility District are two of the four utilities participating in the regional pilot program.

The Department of Water Resources (DWR) has just released a Water-Energy Grant solicitation that is due in mid-December. Staff is working with the Energy Council Technical Advisory Group and external partners to identify projects with significant water savings, energy savings, GHG reductions, and that benefit a Cal-EPA-designated Disadvantaged Community.

Municipal facilities, including schools, are one of the project types targeted for inclusion in the DWR water-energy proposal. Staff has been coordinating water-energy grant-seeking activities with the Alameda County Office of Education's (ACOE) Leadership in Energy Efficiency Program and is discussing a broader strategic partnership with ACOE regarding external funding.

RECOMMENDATION

This item is for information only.

November 2014 Meetings Schedule

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

(Meetings are held at StopWaste unless otherwise noted)

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11 AGENCY HOLIDAY	12	13 Programs & Administration Committee 9:00 AM <hr/> 7:00 PM Planning & Organization Committee /Recycling Board (StopWaste Offices)	14	15
16	17	18	19 3:00 PM Authority Board & Energy Council	20	21	22
23	24	25	26	27	28	29
30						

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Published on *GreenBiz.com* (<http://www.greenbiz.com>)

Coffee roaster abuzz with waste prevention strategy

By *Justin Lehrer*

Created 2014-09-12 00:01

"We really try to live up to our name," joked Kelly Zeissner, VP at America's Best Coffee Roasting Company. Since 1993, the Oakland, Calif., company has sourced, roasted and blended coffees to its clients' specifications, customizing offerings of wholesale coffees and teas including custom packaging.

A couple of years ago, the company started exploring ways to improve its waste management processes. "We recycle a lot of our waste: coffee chaff goes to animal feed, coffee jute sacks are used by a gardening company," explained Zeissner.

But what of the packaging used for deliveries to clients?

The cardboard boxes were the first to go. Fifty were used every week for all local deliveries to small customers. They usually would be reused several times but eventually would have to be discarded and replaced with new ones. Starting in the summer of 2012, the company replaced them with 66 durable, reusable hand-held crates. In addition to eliminating cardboard waste and recurring purchasing costs for new cardboard boxes, the reusable crates turned out to be ergonomically advantageous as they feature handles and can be stacked more securely than cardboard boxes.

A big sticky point remained to be addressed: plastic bags. Zeissner was unhappy with the large amount of recurring plastic waste. Determined to find a better way, she looked into recycling. "We couldn't find a recycler for the plastic bags," she said.

Unique challenge, custom solution

The challenge she faced is best described through the interactions with the roaster's largest wholesale client. "We would roast the coffee, package it into specially coated, food-grade plastic bags that hold 5 pounds each and pack those into cardboard boxes for delivery, 10 bags per box," she said. The client would then create the proprietary blend and repack the beans into new plastic bags. A portion of those would get shipped back to ABC Roasting Company for final repacking into smaller bags used by airlines and hotels.

The company explored the idea of eliminating the bags altogether and using reusable bulk packaging materials. After thorough research of available products, it purchased two large Ropak hopper bottom bulk containers to supplement a set of existing reusable bulk containers.

Although the purchase was a sizeable expense, Zeissner was able to offset the cost partially with grant funding from local public agency StopWaste, whose staff also provided technical assistance in choosing the containers and incorporating them into the production process.

Unexpected benefits

The new shipping system implemented last year is operating smoothly, and has yielded positive returns. Shipping the coffee in bulk eliminates the purchasing and disposal costs associated with about 1,000 plastic bags each week. Because product is transported in a closed loop between ABC Roasting Company and its client, the bulk containers are easy to track, and the risk of loss is minimal.

Labor savings, however, have turned out to be the largest benefit for both businesses. "In the past, we would spend about two days worth of labor each week to pack the coffee into bags, and then unpack it when it came back to us. And our customer had to do the same on their end," explained Zeissner. "At \$15 per hour, it adds up."

ABC Roasting Company's customer initially was hesitant to implement the change, which Zeissner attributed to "a general aversion to change that we see with most of our clients." This is where relationship building paid off. "Over the years our clients have learned they can trust us to do what's in their best interest, so we were able to get them on board without difficulty," she said.



Kelly Zeissner, VP, ABC Coffee Roasting Company.
(Credit: Justin Lehrer)

Zeissner has been encouraged by the significant waste reduction achieved by the new shipping and delivery processes, and by the hundreds of dollars in estimated weekly savings that it has brought the company.

She is determined to continue her quest for more waste reduction and better efficiency. "In hindsight, it didn't really take that much effort," she said. "I hope other companies feel inspired, and consider similar changes for their businesses."

Maybe a cup of coffee will help get your ideas and creative juices flowing.

Top image: Van Ho of ABC Roasting Company preps a bulk container for delivery to a large customer (courtesy of Justin Lehrer.)

[Waste](#) [P2 Pathways](#) [Business Operations](#)

Source URL: <http://www.greenbiz.com/blog/2014/09/12/coffee-roaster-abuzz-waste-prevention-strategy>

HEALTHY BUILDING news

An inside look at **EMERGING MARKET AND POLITICAL TRENDS**

It's Time To Rethink Recycling

Wes Sullens and Jim Vallette - October 10, 2014

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Recycling is a deeply embedded principle of green building. From the beginning of LEED®, recycling has stood by itself as an important attribute of material and waste management credits. These credits, in turn, fueled a huge increase in recycled content in many building materials, from wallboard to concrete to carpet to construction fill.

The status quo is about to change. The green building movement is in the midst of a quantum leap in understanding, during which the collection of information through transparency tools is paramount. Product ingredient data -- collected by systems like the Health Product Declaration, the Pharos Project, Declare and Environmental Product Declarations -- informs the new multi-attribute assessment structure into which LEED® Version 4 and green building in general are moving. The single attribute of recycled content is not necessarily enough anymore.

In other words, the more we learn, the more we know that not all recycled content is the same. Until very recently, most building products often came labeled only with unspecified "recycled content." Then, the transparency movement struck. At the Healthy Building Network (HBN), beginning in 2009, researchers took at a closer look at recycling for its Pharos Project, the original transparency tool. Pharos relies upon a combination of dogged research (like deciphering company patents and obscure industrial recipes) and dialogue with manufacturers to identify all potential hazards in a building material. Vaguely described recycled content does not suffice.

Carpets, for example, were often labeled as "containing 20 percent" (or more) recycled content. Before Pharos, before disclosure became a green building buzzword, no one outside the industry knew the fillers' identities. We now know so much more. The recycled content may be discarded glass, or, more likely, it is fly ash from a nearby coal power plant, or asphalt pavement torn from Georgia roads. Each feedstock has a far different range of potential impacts. This truth should be self-evident: not all recycled content is created equal.

Thanks to transparency, and the multi-attribute approach into which LEED and environmental decisions are moving, it is time to rethink recycling. It is time to take an honest accounting of the differences between feedstocks that make up our recycled products.

Industry-wide, there's an investigation underway, with consumers going to product manufacturers, and product manufacturers going to the raw material suppliers, trying to identify what exactly is in each step of the process. Information begets innovation. Transparency leads to the minimization of health impacts and maximization of

environmental benefits.

In this quest for material optimization, StopWaste and the Healthy Building Network, in partnership with the City of San Francisco Department of the Environment, are collaborating on a project to quantify the benefits and impacts of various recycled material feedstocks. We are looking at materials like recycled glass, cellulose, and asphalt, and seeing how they compare to each other and to the materials they replace.

We are developing innovative criteria to evaluate these impacts on multiple fronts: human health, green jobs, and the environment. The goal is to optimize recycled feedstocks.

Through dialogue with industry, determined research, and clear criteria, we will better understand what's in our feedstocks, and provide clearer direction on which feedstocks are appropriate in which building products.

Recycling remains an important attribute. Its relevance only increases as resources dwindle and the atmosphere warms. Our challenge is to figure out how to maximize its benefit for people and the planet, and to foster a healthier, more sustainable economy.

For a sneak peek into our research and findings, visit the HBN booth this month at Greenbuild in New Orleans.

Wes Sullens is a Green Building Program Manager for the Northern California local government agency StopWaste. Wes works on regional energy and green building codes & standards advocacy; recycling and materials management programs & standards; and green building legislation. He is currently Chair of the LEED Materials & Resources Technical Advisory Group for the USGBC, and is a member of several committees for green codes and standards including ASHRAE 189.1, Cradle 2 Cradle v4, UL Standard 2799 for Zero Waste, and the GreenPoint Rated program in California.

Jim Vallette is Senior Researcher for the Healthy Building Network.

Meet Wes and Jim at HBN's booth at Greenbuild [Booth #1638, near the middle of the exhibition floor] for informal discussions about recycling in the era of LEED v4. Discussions will take place 11:30am-1pm on Wednesday, Oct. 22 and 4pm-5pm on Thursday, Oct. 23.

The second phase of this project will begin in January 2015. If your organization is interested in participating, please contact us (<http://www.healthybuilding.net/about/contact>).

Tags: *none*

For more news and analysis from HBN's research team, visit our companion blog at the Pharos Project:

Visit The Signal (<http://www.pharosproject.net/blog>)

SFGATE <http://www.sfgate.com/bayarea/article/Alameda-County-s-pioneering-drug-disposal-law-5791624.php>

Alameda County's pioneering drug disposal law upheld in federal court

By Bob Egelko Published 1:31 pm, Tuesday, September 30, 2014

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A federal appeals court rejected a challenge Tuesday by the pharmaceutical industry to an Alameda County ordinance, the first in the nation to require drug manufacturers to pay disposal costs for consumers' unused medications.

Drug companies, backed by trade associations and the **U.S. Chamber of Commerce**, argued that the 2012 ordinance illegally shifts local costs to out-of-state producers and interferes with interstate commerce. But the Ninth **U.S. Circuit Court of Appeals** in San Francisco said the county's measure treats all manufacturers equally and imposes no substantial burden on interstate businesses.

The ordinance "applies to all manufacturers that make their drugs available in Alameda County — without respect to the geographic location of the manufacturer," Judge **N. Randy Smith** said in the 3-0 ruling, which upheld a federal judge's decision in the county's favor. "Given that the ordinance applies across the board, it does not discriminate at all," nor does it regulate conduct outside the county, he said.

Smith also noted that pharmaceutical companies collect \$950 million a year in sales revenue in Alameda County and could comply with the ordinance at an annual cost of \$1.2 million, by the companies' estimate, or \$330,000 by the county's estimate. The companies could recoup their costs by raising prices in Alameda County by one cent for each \$10 in sales, said **Arthur Shartsis**, a lawyer for the county.

Per-Mile Car Insurance

metromile.com/per-mile-insurance

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The court's affirmation of local regulation was crucial, Shartsis said, because "the pharmaceutical industry has the lobbying power to stop these kinds of programs at the state level. It does not have the power to stop them at the county level."

Pharmaceutical Research and Manufacturers of America, which sued to overturn the ordinance, was not immediately available for comment. The organization could ask the U.S. Supreme Court to review the ruling.

The ordinance was approved by county supervisors in July 2012 and is still in the process of being implemented. It requires makers of prescription drugs sold in the county to fund a program that picks up and disposes of leftover drugs.

Alameda County now operates and pays for about 30 drop-off sites where consumers can discard their pills. County officials who backed the ordinance said drug companies should bear the cost of cleaning up their products for the sake of the environment and

their customers' health. The **Natural Resources Defense Council**, city and county governments and Attorney General **Kamala Harris** filed arguments asking the court to uphold the ordinance.

*Bob Egelko is a **San Francisco Chronicle** staff writer. E-mail: begeko@sfgate.com. Twitter: @egelko*

For the ruling: <http://cdn.ca9.uscourts.gov/datastore/opinions/2014/09/30/13-16833.pdf>

Published on *GreenBiz.com* (<http://www.greenbiz.com>)

How the zero-waste economy benefits everyone

By *Marc Gunther*

Created 2014-08-28 00:01

"Don't let fashion go to waste," says H&M, the global clothing retailer that booked \$20 billion in revenues last year. So I brought a bag of old T-shirts, sweaters and khaki pants to an H&M store in Washington, D.C., which took them, no questions asked, and gave me a coupon for 15 percent off my next purchase. H&M takes back clothes in all of its 3,100 stores in 53 countries.

Next, I pulled an ancient iPod and an iPhone 4S with a cracked screen from a desk drawer. On the website of a company called Gazelle, I answered a few questions and learned that the company would pay me \$37 for the pair. (Without the cracked screen, the iPhone would have been valued at \$135.) I printed out a free shipping label, and they were on their way. Not to landfills, but to a new life.

Meanwhile, not far from my home, a garage owned by the Washington Metrorail system is about to undergo a makeover. Existing lighting fixtures will be replaced by LEDs that are expected to reduce energy usage by 68 percent. The LEDs will be manufactured, owned and monitored by Philips, which will take them back when they need to be repaired or replaced.

Welcome to the emerging world of the circular economy. Faced with rising prices for energy and raw materials, along with pressures from environmentalists and regulators who have passed "extended producer responsibility laws" in Europe and some U.S. states, forward-thinking companies are finding ways to take back, reuse, refurbish or recycle all kinds of things that otherwise would be thrown away. In contrast to the traditional "take-make-dispose" linear economy, which depletes resources, a circular economy is an industrial system that is restorative or regenerative by intention and design. Inspired by nature, a circular economy aspires not merely to limit waste but to eliminate the very idea of waste: Everything, at the end of its life, should be made into something else, just as in the natural world, one species' waste is another's food.

Refined and rebranded

This isn't entirely new, of course. Recycling has been around for centuries — iron pots, for example, were melted down to make armaments during the American Revolution — and, when done right, it delivers significant environmental benefits by reducing demand for raw materials, energy and water. (It takes around 700 gallons of water to make a cotton T-shirt such as those I brought to H&M.) In the 1990s and 2000s, pioneering environmental thinkers such as Paul Hawken, Amory Lovins, Hunter Lovins, Janine Benyus and William McDonough laid the intellectual groundwork for the circular economy by developing such concepts as natural capitalism, biomimicry and cradle-to-cradle design. But they were slightly ahead of their time, as pioneers often are.

Now their ideas have been refined and rebranded by influential business thinkers as the circular economy — and they are getting the attention of big companies.

The timing is no accident: Prices for oil and energy have more than quintupled since 1998, metals prices have tripled and food prices have risen 75 percent, according to "Resource Revolution: How to Capture the Biggest Business Opportunity in a Century," a new book by Stefan Heck and Matt Rogers. "What we are seeing are two concurrent trends," explained Heck, a former McKinsey consultant. "First, the cost of extracting resources is going up dramatically. That's driven by the fact that we went after the cheap and easy stuff first." (Think about the costs of drilling for oil in the Arctic or extracting it from Canada's tar sands.) More important, Heck said, is that an estimated 2.5 billion people in China, India and other developing countries will move out of poverty and into cities by 2030. They'll want apartments, cars, air conditioning and electronics, creating massive demand for energy and raw materials.

No wonder companies see the circular model as a business opportunity. The transition to a circular economy could generate savings of more than \$1 trillion in materials alone by 2025, according to an analysis by the U.K.-based Ellen MacArthur Foundation, McKinsey & Company and the World Economic Forum, which are collaborating to promote circular thinking. The foundation's partners include Philips, Cisco, Unilever, Renault and Kingfisher, Europe's largest home improvement retailer, all of which are testing circular models.

"Companies are getting much more interested in how they can recover products at the end of life," former foundation CEO Jamie Butterworth said.

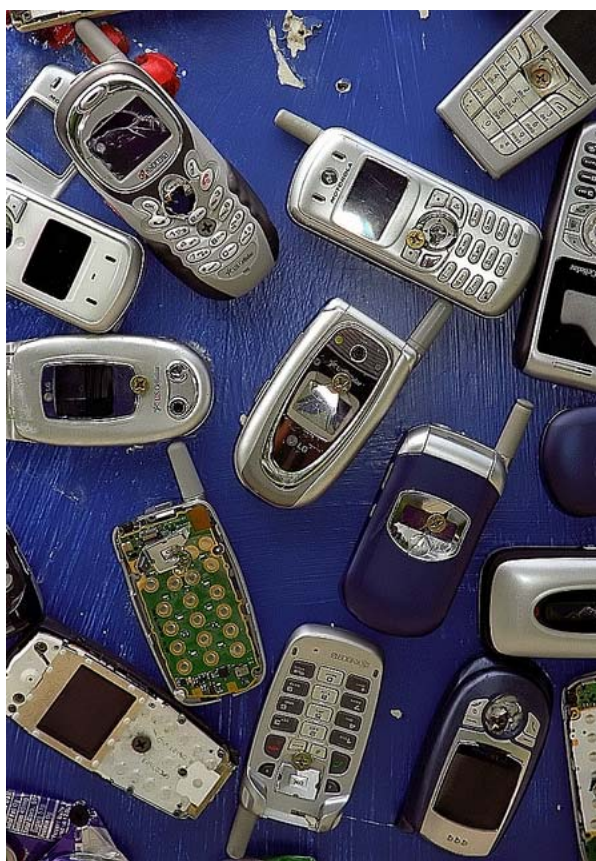
Usership, not ownership

Philips has gone further than most. The company began incorporating circular-economy thinking into its activities two years ago, the company's CEO, Frans van Houten, recently told the McKinsey Quarterly. The thinking is applied to the company's lighting and health care businesses.

LED streetlights in Singapore and Buenos Aires, like the new fixtures in Washington, D.C., Metro garages, will be owned by Philips, saving government customers the capital outlays. The governments will pay monthly fees based on usage. In Amsterdam, an office building being designed for accounting firm Deloitte will showcase a smart lighting system equipped with sensors that will deliver information to building managers about which offices are occupied and which need to be heated and cooled. The system is owned and managed by Philips, which will upgrade the technology as needed, while Deloitte pays for lighting as a service.

"We keep the ownership of the products, and we redesign them in such a way so that they have more value at the end of life," said Henk de Bruin, head of sustainability at Philips. "Usership rather than ownership is a trend we see emerging."

Stockholm-based H&M has been taking back clothes worldwide since 2013. The fast-fashion retailer contracts with a Swiss-based company called I:Co (which stands for I Collect) that



Old cell phones collected for recycling on Earth Day 2008 in Chicago. (Credit: David Ohmer via Flickr)

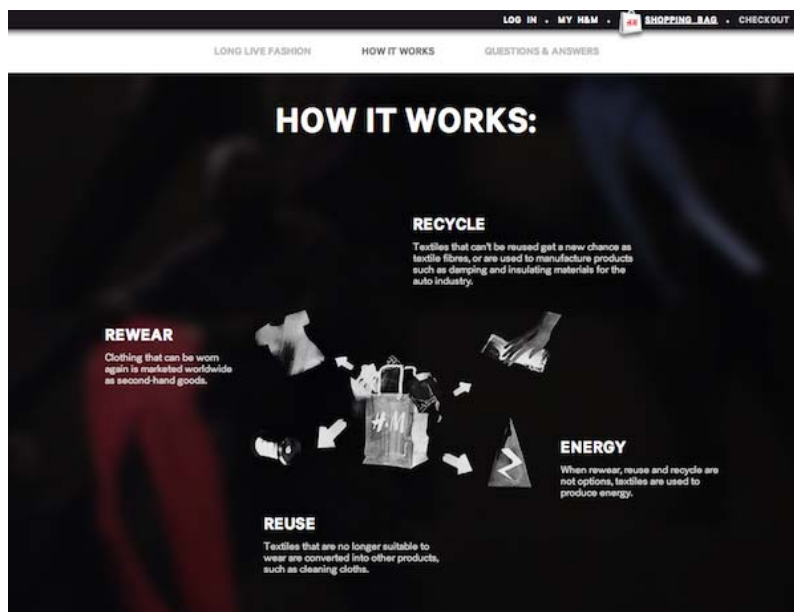
collects the used clothes, sorts them by hand and either sells them for reuse in poor countries or recycles them into a variety of products, including automobile seats, insulation and stuffed toys.

The economics work well, according to H&M sustainability manager Henrik Lampa — enough revenues are generated at the end of life to pay for the collection and sorting and fund research into recycling innovation. However, “there’s a big need for technology development,” Lampa said. Chemical as opposed to mechanical recycling could enable used cotton to be turned into new clothes without degradation in quality.

“Ideally, we want to make new commercial fibers out of this,” Lampa said. “Then we will have new materials that do not have the price volatility of agricultural commodities.”

Rapid upgrade

The circular model makes particular sense for technology products that go through rapid upgrade cycles. By buying back and refurbishing mobile phones from customers who no longer want them, Sprint has saved “over a billion dollars” that it otherwise would have spent buying new devices from manufacturers such as Apple, Samsung and LG, said Darren Beck, director of environmental initiatives. About 90 percent of the phones Sprint collects are returned to the market as replacements for lost or damaged phones or as “certified pre-owned phones” sold to new customers. For its part, Verizon recently introduced a free application that gives customers an instant quote for their used device, which then can be returned for cash at a Verizon store. All told, the U.S. consumer electronics industry took back or recycled 620 million pounds of electronics in 2013, twice as many as 2010, according to the Consumer Electronics Association.



H&M's website spells out the process behind its garment collection program.

The number would be higher, Beck said, if device makers could be persuaded to design phones so that they can be disassembled or recycled more easily. Some manufacturers — HP and Herman Miller are among the leaders — have embraced the idea of designing goods with their end of life in mind by, for example, using screws instead of glue to hold things together and choosing pure materials over composites.

While market forces are the primary driver of circular practices, government regulation has played a role, too. More than two dozen U.S. states have passed laws mandating recycling of electronic waste, according to the Electronics TakeBack Coalition. States

with stronger laws report that their efforts generate 5 pounds or more of recycling per person, while those with weak or no laws bring in much less, the group said.

Barbara Kyle, the coalition's national coordinator, said that without government intervention, electronics with little or no value, such as TVs with cathode ray tubes or accessories made of cheap plastics, are unlikely to be recycled. “It’s negative cash flow to take back CRTs,” Kyle said.

In U.S. states without regulation, electronics recycling is harder than it needs to be. While Best Buy, the nation's biggest electronics retailer, has [a comprehensive take-back policy](#), neither Walmart nor Amazon makes it easy for consumers to return electronics they no longer want.

Intrigued

How consumers feel about all this is unclear. Young consumers appear intrigued by circular models. Millennials are buying fewer cars and driving less, and the marketplace is responding with companies such as [Zipcar](#) that facilitate car-sharing. [Rent the Runway](#) enables women to rent designer dresses and accessories, reducing the demand for new clothes.

"A lot of venture capital money is going into start-up companies that enable greater asset productivity," said author Stefan Heck. Yet those same young consumers buy single-serve coffee machines from Keurig, Nestlé and Starbucks and fast fashion from companies such as H&M and Zara — generating more waste, not less.

So are we moving closer to the circular economy — or further away? Accurate data is hard to come by, but the U.S. Environmental Protection Agency estimates indicate that recycling rates grew rapidly from 1980 through 2000, and only gradually since then. Disposal of waste to landfill declined from 89 percent of the amount generated in 1980 to 54 percent — about 135 million tons — in 2012.

Lots of work clearly is ahead for advocates of the circular economy. But the vision they are pursuing is bold: In a truly circular economy, where waste becomes nutrients and energy is renewable, economic growth would be decoupled from environmental restraints. Companies could sell more stuff without generating pollution. Consumers could buy more stuff, without guilt. What's not to like?

This story originally appeared at [Ensia](#). Top image: clothes stand at a flea market by [Ilya Shapovalov](#) via Shutterstock.

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Source URL: <http://www.greenbiz.com/blog/2014/08/28/how-zero-waste-economy-benefits-everyone>

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Coca-Cola, Nestle, Tesco launch campaigns to up recycling rates

By *Jessica Shankleman*
Created 2014-09-16 00:01

Tesco and drinks bottler Coca-Cola Enterprises have recycled a successful campaign that aims to encourage consumers to reduce the amount of rubbish they send to landfill.

The two companies have this week announced the launch of a website that asks Tesco's online shoppers to pledge to recycle more at home in return for a small incentive in the form of a 50 pence voucher or Tesco Clubcard loyalty points.

A similar campaign last year generated around 37,000 recycling pledges from consumers. Although it is unclear how many of these pledges were followed through, the companies maintain that the approach has successfully helped raise awareness of the need to recycle.

Despite progress over the past decade, England's recycling rate has stalled at around 44 percent in recent years, cranking up pressure on policy-makers and businesses to emulate the success enjoyed in Wales where recycling rates have hit 57 percent.

Nick Brown, associate director of Recycling for Coca-Cola Enterprises, said he hoped the combination of awareness raising and pledging would have an influence on consumer behavior. "We are committed to helping the public make positive changes and hope the fun and practical tips provided in this campaign will address some of the barriers to at-home recycling," he said.

The campaign website also offers tips and advice on what can and cannot be recycled, as well as a game which after playing results in a follow-up email to congratulate customers on making their pledge.

The government is also seeking to embrace incentives as a way of boosting national recycling rates. Communities Secretary Eric Pickles recently proposed to reward households who recycle with shopping vouchers, arguing it would be better than "punishing them with draconian fines" if they fail to do enough.

The news comes in the same week as Coca-Cola Enterprises announced it has teamed up with Keep Scotland Beautiful to develop a national network of Local Environmental Champions in a bid to encourage waste reduction measures. The scheme will see the creation of an online knowledge hub that will host information around the campaign and provide advice to campaigners.

Meanwhile, Nestlé UK & Ireland has today announced it is supporting Pledge 4 Plastics, a government-backed national initiative that aims to boost recycling of plastic packaging in the UK.

Led by Recoup, a plastics recycling charity, the initiative aims to double the amount of packaging that is recycled between 2013 and 2017.

"We have developed a clear communication plan that will help to increase consumers understanding of plastic recycling and hopefully have a positive effect on the amount of plastic packaging recycled in the UK," said Alison Ingle, Nestlé UK & Ireland group packaging manager.

This article first appeared at [BusinessGreen Plus](#) and is reprinted with permission.

Top image of [bottle being recycled](#) by [spwidoff](#) via Shutterstock

[Waste Reduction & Recycling](#) [Business Operations](#)

Source URL: <http://www.greenbiz.com/blog/2014/09/16/coca-cola-nestle-tesco-campaign-up-recycling-rates>

Published on *GreenBiz.com* (<http://www.greenbiz.com>)

Recyclebank at 10: What we've learned

By *Joel Makower*

Created 2014-10-02 00:00

In 2004, a startup called Recyclebank launched with a simple idea: use incentives to increase residential recycling. In the decade since its launch, the company has created programs in more than 300 U.S. communities, which in turn recycled nearly 1.5 billion pounds during 2013 alone. While not all that tonnage is directly attributable to Recyclebank, its inventive programs have no doubt played a significant role.

How to you inspire and incent Americans to recycle? On the occasion of Recyclebank's 10-year anniversary, I spoke to Javier Flaim, the company's CEO, to glean some of what the company has learned over the past decade about engaging consumers around environmental behaviors.

That original idea of Recyclebank remains very much intact, began Flaim, who joined the company three years ago as head of marketing and is now its third chief executive. However, he says, "Lots of things have changed in the marketplace, from how we engage with residents offline, leveraging things like social media; how we partner with the city to leverage all the different assets that they have at their disposal to create real-world change; how we have continued to learn around what really motivates behavior change."

The company's path has taken some twists and turns, as that of any start-up is certain to do. For example, the company dabbled with motivating the citizens of London to move away from driving in favor of public transit and other modes. Recyclebank has made forays into getting consumers to conserve energy and water. But such efforts have met with limited success.

Since taking the helm last October, Flaim is bringing the company back to its core proposition: increasing recycling and waste reduction. "That original idea still remains very, very much intact," he told me. "Though how we execute on that vision has changed quite a bit," citing social media, deeper relationships with cities and new kinds of incentives. The company also has conducted attitudinal research of its members that has informed its business strategy.

"We still very much believe and now empirically can prove that incentives and education can change behavior," said Flaim. "If we collaborate with multiple constituents — cities, private sector, et cetera — we can create real-world impact."

Here are three key lessons Flaim says the company has learned.

1. People need nudges to take action. "One of the key learnings from our insight study shows that consumers don't necessarily wake up thinking about sustainability. They have other issues that they're trying to deal with, whether it be health or children or economic issues and opportunities of their household.

One way of making it relevant is providing nudges, rewards, incentives to make sustainability matter. Information, too. "We've found that a lot of the issues that stand between consumers and greener lifestyles aren't just infrastructure and incentives, but also knowledge," says Flaim. "This

is what makes it go from a one-off to a habit.”

When it comes to incentives, people want to feel they are a part of a team or community, he says, and this provides a greater sense of ownership and accomplishment — and ultimately drives more action. “We often use gamification strategies to enable participants to spread the word, to share their personal stories and collaborate online and offline with others in their community. These ‘nudges’ from people they know personally, along with direct messages, reminders and educational information from Recyclebank and community officials have proven to be successful.”

2. Incentives have to be relevant. Nudges and incentives need to be well thought out. Recyclebank members accumulate points based on how much they recycle and other green actions they’ve pledged to take, but their motivation to do so is directly linked to the nature of the rewards. “Cities continually ask us for better and better ways that their residents can use those points,” says Flaim. One effective way is through a green schools program where residents can donate the points to a local school, which can use them to buy supplies.



Recyclebank CEO Javier Flaim

“We’re very open about the fact that behavior change is an evolving business,” says Flaim. “We don’t have all the answers. We love to listen to their ideas and implement them. Sometimes they’re going to work, and other times not going to be as successful as we may want.”

A 2011 research study conducted by Recyclebank in partnership with consumer insights agency ROI Research and Google found that 68 percent of respondents feel ease of redeeming rewards and rewards that they “need” are the top two most important attributes of a rewards program. “This illustrates how important relevant incentives are to any reward program, but specifically Recyclebank,” says Flaim. “We also saw that discounts on everyday purchases and green lifestyle items were the No. 1 most important items for people.” That insight led to Recyclebank’s creation of One Twine, a website that aims to attract consumers looking to buy environmentally conscious goods across a range of categories, from health and beauty to gear and gadgets and pet supplies.

3. People are motivated by different things. Recyclebank members get feedback, points and recognition, though these aren’t the only motivators, says Flaim. “First, people are inspired and tend to exert more effort when they learn about the direct impact of their actions. Package this with an element of competition and you have a powerful motivational force. However, you may need more than that to create sustainable long-term engagement. Any effort is bound to gain broader engagement if the reward is tied to something meaningful for the individual in the real world, like the personal affirmation that comes with sharing your eco-deeds and the impact currency, where the actions are measurable and trackable so people understand the effects of their actions.”

There’s certainly no one-size-fits-all reward system. Flaim calls it a find-your-own-adventure approach. “Some members want to accumulate all of their points and go after that \$10 gift card. Others are motivated more by the social sharing and social impact, posting on their website how many points and how much impact they had so a little more of the sharing. Some are altruistic and just like accumulate points and that’s their badge of honor. They have 11,500 points and they will refuse to use a single point because that’s their badge of honor. That’s the total impact they’re having.”

I asked Flaim where Recyclebank goes from here — what's the plan for the next few years? "Leveraging our platform to get into more urban settings, such as multi-family settings," he responded. "That is an innovation that we will look to launch in 2015. And beyond that we can look at other arenas of density that we may be able to apply this platform — think about small businesses or commercial enterprises or university campuses."

That's one of the beautiful things about Recyclebank: They'll never run out of raw material.

Top graphic by GreenBiz Group.

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