

**Planning Committee/
Recycling Board Members**

Deborah Cox, 1st Vice President
ACWMA
Jillian Buckholz, 2nd Vice President
Recycling Programs
Bernie Camara, Recycling Materials Processing Industry
Bob Carling, ACWMA
Darby Hoover, Environmental Organization
Tianna Nourot, Solid Waste Industry Representative
Jim Oddie, ACWMA
Dave Sadoff, ACWMA
Francisco Zermeño, ACWMA
Vacant, Environmental Educator
Vacant, Source Reduction Specialist
Wendy Sommer, Executive Director

AGENDA

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

Thursday, December 12, 2019

4:00 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 to 510-891-6500.

I. CALL TO ORDER

II. ROLL CALL OF ATTENDANCE

III. ANNOUNCEMENTS BY PRESIDENT

IV. OPEN PUBLIC COMMENT

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.

Page **V. CONSENT CALENDAR**

1 1. Approval of the Draft Minutes of November 14, 2019 (Jeff Becerra)

5 2. Board Attendance Record (Jeff Becerra)

7 3. Written Report of Ex Parte Communications (Jeff Becerra)

VI. REGULAR CALENDAR

9 1. 2020 Meeting Schedule (Arliss Dunn)

It is recommended that the Planning Committee/Recycling Board adopt the regular meeting schedule for 2020.

11 2. Election of Officers for 2020 (Arliss Dunn)

Elect Officers for 2020.

- 13** **3. Five Year Financial Audit – Award of Contract (Meri Soll)**
That the Recycling Board approve contract award and authorize the Executive Director to enter into a funding agreement with Crowe LLP for the Financial Five Year Audit, for a total not-to-exceed amount of \$188,252.50.
- 15** **4. Countywide Element Update: Goals, Objectives and Policies (Wendy Sommer and Meghan Starkey)**
Review the proposed goals, objectives, policies and issues listed in the staff report, provide input and give direction to staff.

VII. MEMBER COMMENTS AND COMMUNICATIONS FROM THE EXECUTIVE DIRECTOR

VIII. ADJOURNMENT

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

Thursday, November 14, 2019

7:00 P.M.

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

Teleconference
Darby Hoover
SpringHill Suites Denver Downtown
1190 Auraria Pkwy
Denver, Colorado, 80204
303-705-7300

I. CALL TO ORDER

First Vice President Deborah Cox called the meeting to order at 7:02 p.m.

II. ROLL CALL OF ATTENDANCE

Jillian Buckholz, Recycling Programs
Bob Carling, ACWMA
Deborah Cox, ACWMA
Darby Hoover, Environmental Organization (teleconference)
Jim Oddie, ACWMA
Rochelle Nason, ACWMA (interim for Dave Sadoff)
Francisco Zermeño, ACWMA

Absent:

Bernie Camara, Recycling Materials Processing Industry
Tianna Nourot, Solid Waste Industry Representative
Vacant, Source Reduction Specialist
Vacant, Environmental Educator

Staff Present:

Wendy Sommer, Executive Director
Jeff Becerra, Communications Manager
Pat Cabrera, Administrative Services Director
Cassie Bartholomew, Program Manager
Justin Lehrer, Senior Management Analyst
Andrew Massey, Deputy County Counsel
Arliss Dunn, Clerk of the Board

Others Participating:

Samantha Sommer, Rethink Disposable
Kathy Cote, City of Fremont
Zack Reda, City of Pleasanton

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Alyse Lui Lightfoot, East Bay Regional Parks
Eva Holman, Upstream Solutions

III. ANNOUNCEMENTS BY THE PRESIDENT

There were none.

IV. OPEN PUBLIC COMMENT

There was none.

V. CONSENT CALENDAR

1. Approval of the Draft Minutes of October 10, 2019 (Jeff Becerra)

2. Board Attendance Record (Jeff Becerra)

3. Written Report of Ex Parte Communications (Jeff Becerra)

There were no public comments for the consent calendar. Board member Buckholz made the motion to approve the consent calendar. Board member Zermeño seconded and the motion carried 6-0: (Ayes: Buckholz, Carling, Cox, Hoover, Nason, Zermeño. Nays: None. Abstain: None. Absent: Camara, Nourot, Oddie, Vacant: Source Reduction Specialist, Environmental Educator)

VI. REGULAR CALENDAR

1. ReThink Disposable technical assistance in Fremont (Cassie Bartholomew)

Adopt a Resolution to accept funds from the City of Fremont and authorize the Executive Director to enter into an MOU with the City of Fremont to pilot ReThink Disposable technical assistance with Fremont businesses by adding funds to StopWaste's existing contract with Clean Water Fund.

Meri Soll presented the item on behalf of Cassie Bartholomew. A link to the staff report is available here: [ReThink-Disposables-MOU-11-14-19.pdf](#)

Kathy Cote, City of Fremont, stated that the Fremont City Council is seeking to reduce single use plastic food ware in the city. Staff recently advised the council to not pursue its own ordinance but to participate in a countywide or a model ordinance if adopted by StopWaste in order to leverage resources and also utilize any tools and infrastructure offered by StopWaste. The council supported staff recommendation but stated that they would like to expand on current efforts with a focus on outreach and technical assistance to eating establishments located in Fremont. Board member Zermeño stated that he supports a countywide ordinance as well and asked for information to provide to the Hayward council. Ms. Soll stated that this is currently a pilot project with the City of Fremont and over the next six to nine months we hope to glean information on the types of resources that would be required and determine if the program would be feasible to open up to member agencies. Board member Carling inquired if they have identified specific establishments. Ms. Cote stated that staff is preparing a list of 250 businesses to work with and added there has been some success with the local Subway restaurant and would like to work with more of them. Ms. Cote added they would like to build upon the successes in working with franchises that have participated in the City of Alameda. Board member Zermeño inquired about working with the larger restaurants. Ms. Cote stated that the larger dine-in restaurants are the low hanging fruit. Board member Buckholz inquired if there are challenges with franchises not wanting to participate due to corporate level policies. Samantha Sommer, ReThink Disposable, stated that there have been some successes with franchisee owned chain restaurants and often times they are also regional owners which allow them to affect multiple locations. Ms. Sommer added it continues to be a challenging area. Board member Buckholz

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commented that she works on a college campus that has these types of franchises and requested a list of the franchises that ReThink Disposable is working with.

First Vice President Cox opened the floor for public comments. Lori Lightfoot inquired if the program is successful with the larger franchises, what the plan would be for the much smaller to-go businesses that are entirely plastic. Wendy Sommer stated that we will outline our plan to address single-use food ware in the following presentation. Zack Reda, City of Pleasanton, inquired about how the contract with StopWaste differs with a city working directly with ReThink Disposable. Ms. Soll stated that there are currently cities that are working directly with ReThink Disposable and the difference is that the city would be required to provide staff resources to manage the contract and also release an RFP. Ms. Soll added ReThink Disposable is the only organization that she is currently aware of that provides technical assistance to move from single-use to reusables and cities find it more manageable to join a master contract. There were no other public comments. First Vice President Cox thanked Ms. Soll for her report.

Board member Carling made the motion to approve the staff recommendation. Board member Zermeño seconded and the motion carried 6-0:

(Ayes: Buckholz, Carling, Cox, Hoover, Nason, Zermeño. Nays: None. Abstain: None. Absent: Camara, Nourot, Oddie. Vacant: Source Reduction Specialist, Environmental Educator)

2. Food Service Ware Ordinance: Options and Impacts (Justin Lehrer)

This item is for discussion and information.

Justin Lehrer provided an overview of the staff report and presented a PowerPoint presentation. A link to the report and presentation is available here: [Food-Serviceware-Ordinance-11-14-19.pdf](#)

Board member Carling inquired about the differences in the ordinance that Santa Cruz is considering and the ordinance that we are proposing to enact. Mr. Lehrer stated that the ordinance that the City of Santa Cruz is considering is requiring that all food ware must be biodegradable, compostable, or recyclable but does not contain a requirement for reusables. Ms. Soll added the County of Santa Cruz has a more comprehensive ordinance that requires all food ware to be compostable, recyclable, BPI certified, and dine-in requirements must be phased in. Board member Carling inquired if the ordinance that we are proposing will only apply to restaurants. Mr. Lehrer stated no, the ordinance will apply to restaurants, food trucks, third party delivery services, etc. Board member Carling stated that he participated in Open Heart Kitchens, a food delivery service for the homeless, and inquired if the ordinance would apply to such organizations and if so it could create a hardship for such organizations. Mr. Lehrer stated that we are still working on the details of the ordinance and part of the process will be working with stakeholders and the community. Ms. Soll added when working on the reusable bag ordinance we were careful to consider the affected entities and excluded non-profit organizations such as Goodwill and the Salvation Army. Board member Zermeño inquired if food vendors would be included as well. Mr. Lehrer stated that they are being considered. Board member Zermeño stated that he agrees that organizations such as Meal on Wheels should be included as stakeholders and recommended that they receive advanced notification of the proposed requirements under the ordinance. Board member Zermeño added we should also reach out to retailers such as Smart and Final, Target, and Walmart to encourage them regarding their single use packaging. Board member Zermeño inquired if the Board will receive adequate information to report to their councils in January. Ms. Sommer stated that they will not be able to provide a full report on the ordinance in January but staff will provide information to the WMA Board at the November meeting that would enable Board members to discuss with their respective councils and boards to see if they would prefer to pursue a countywide ordinance or a model ordinance. Board member Zermeño expressed his support for a countywide ordinance as it provides more consistency and supports the proposed fee on reusables. Board member Oddie commented that the proposed budget of \$450,000 for a model ordinance appears quite high as we are not starting from scratch. Mr. Lehrer stated that the \$450,000 includes

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stakeholder work and working with member agencies to ensure that they are on board with whatever is decided. Board member Oddie commented that StopWaste has given grants to non-profits that have converted to using reusables and saved money and inquired if staff has data on the cost difference between plastic containers and compostable containers as the information would be useful for them. Board member Oddie added, if we are considering a fee it would be helpful to use the revenue from the fee to help fund some of these programs such as Meals on Wheels as they are delivering food to the same residents. Mr. Lehrer stated that we have access to some of the data and in some cases the costs are similar. ReThink Disposable has more data on the costs. Ms. Soll added that we are already doing this as all of the grants that we funded this year are upstream, meaning reusables and other practices that reduce waste before it is created. Ms. Sommer added that some of our member agencies have expressed interest in contributing funds to help with the implementation if we decide to do a countywide ordinance. Board member Buckholz inquired if there is any data showing that there has been an increase in the reusable plastic containers in the waste stream from to-go establishments that converted to reusables. Ms. Soll stated that the data she is seeing shows very minimal loss from people returning the to-go containers. Board member Buckholz stated that the ordinance should also require that any reusable container must be accepted by the local waste hauler as recyclable. First Vice President Cox inquired if the TAC is involved in the discussions. Mr. Lehrer stated yes, we have a select working group comprised of TAC members that are particularly interested in this issue. First Vice President Cox stated that she had recently attended a League of Cities conference and a company presented that provided dishwashing and pickup and delivery services of reusable service ware for events. Ms. Soll stated that she will be conducting a site visit to a company in San Carlos called Dishcraft and they provide robotic dishwashing and pickup and delivery services of reusable food service ware. First Vice President Cox added we could help incentivize businesses by having their logo on reusable service ware. First Vice President Cox stated that when presenting to their respective councils it would be helpful to have information on the City of Alameda and Berkeley ordinances. Board member Hoover inquired if our proposed ordinance would impact or preempt any city ordinances or prevent future ordinances. Mr. Lehrer stated no.

First Vice President Cox opened the floor for public comment. Samantha Sommer, ReThink Disposable, commented that she is impressed with the conversation the Board is having and she highly recommends pursuing a countywide ordinance and added if the businesses are allowed to retain any of the proposed fee it would encourage and enable them to purchase more reusable containers. Kathy Cote, City of Fremont, commented that she supports a countywide approach as it provides the best opportunity to leverage resources to get economies of scale and provide consistent messaging. Eva Holman, Upstream Solutions, commented that she supports a countywide approach and added it is heartening to see the many businesses that are coming aboard.

Ms. Sommer stated that when staff comes back to the Board in January the Board will need to provide direction on which approach we take (countywide or model) and if we proceed with a countywide approach we will need to consider what other programs that we might need to reduce or eliminate in order to pursue this effort.

First Vice President Cox thanked Mr. Lehrer and Ms. Soll for their presentation.

VII. COMMUNICATIONS/MEMBER COMMENTS

There were none.

VIII. ADJOURNMENT

The meeting adjourned at 7:55 p.m.

2019 - ALAMEDA COUNTY RECYCLING BOARD ATTENDANCE

	J	F	M	A	M	J	J	A	S	O	N	D
REGULAR MEMBERS												
J. Buckholz	X	X	X	X	X	A	X	X	X	X	X	
B. Camara	X	A	X	X	X	X	X	X	X	X	A	
B. Carling								X	X	X	X	
D. Cox	X	X	X	X	X	X	I	X	X	X	X	
N. Deming	X	X	X	X	X							
D. Hoover										X	X	
D. Martinez	X	X	X	A	X	A	X					
T. Nourot	X	X	X	X	A	X	X	X	X	X	A	
J. Moore	X	X	X									
J. Oddie	X	X	A	X	X	X	X	X	X	X	X	
D. Sadoff	X	X	X	X	X	X	X	X	X	I	I	
S. Vared	X	X	X	A	X	X	X	X	A	A		
F. Zermeño		X	X	X	X	X	X	I	X	X	X	
INTERIM APPOINTEES												
S. Young							X			X		
J. Kassan								X				
R. Nason											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: December 12, 2019
TO: Recycling Board
FROM: Jeff Becerra, Communications Manager
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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2020 COMMITTEE MEETING SCHEDULE

Recycling Board/Planning Committee (2nd Thursday each month)

The regular meeting schedule for the Recycling Board/ Planning Committee is the second Thursday of each month at 4:00 p.m. or 7:00 p.m., except where noted differently (*). The meetings are held at various locations as noted below.

<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>
January 9	4:00 p.m.	StopWaste, 1537 Webster Street, Oakland
February 13	7:00 p.m.	District 3 - San Leandro San Leandro Senior Center 13909 E 14th St, San Leandro, CA 94578
March 12	4:00 p.m.	StopWaste, 1537 Webster Street, Oakland
April 22 <i>*Joint Meeting WMA/EC/RB</i>	3:00 p.m.	StopWaste, 1537 Webster Street, Oakland
May 14	7:00 p.m.	District 4 – Castro Valley Castro Valley Library 3600 Norbridge Ave, Castro Valley, CA 94546
June 11	4:00 p.m.	StopWaste, 1537 Webster Street, Oakland
July 9	7 :00 p.m.	District 2 – Fremont Fremont Development Center – Niles Room 39550 Liberty Street Fremont, CA 94538
August 13	4:00 p.m.	StopWaste, 1537 Webster Street, Oakland
September 10	7:00 p.m.	District 1 – Dublin Dublin City Hall 100 Civic Plaza, Dublin, CA 94568
October 8	4:00 p.m.	StopWaste, 1537 Webster Street, Oakland
November 18 <i>*Joint Meeting WMA/EC/RB</i>	3:00 p.m.	StopWaste, 1537 Webster Street, Oakland
December 10	7:00 p.m.	District 5 - Oakland StopWaste, 1537 Webster Street, Oakland

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DATE: December 12, 2019
TO: Recycling Board/Planning Committee
FROM: Arliss Dunn, Clerk of the Board
SUBJECT: Election of Officers for 2020

SUMMARY

The Rules of Procedure call for election of officers in December for the next calendar year. Nominations and elections will be held at the December 12, 2019 meeting.

DISCUSSION

Sarah Vared was the current President but is no longer a member of the Recycling Board. Deborah Cox is First Vice President and Jillian Buckholz is the Second Vice President. Per past practice, Board member Cox would become President, the Second Vice President would become First Vice President, and the Board must elect a Second Vice President. We usually alternate officers between WMA and Board of Supervisor appointments. To that end, a WMA appointee would be elected as Second Vice President.

RECOMMENDATION

Elect Officers for 2020.

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DATE: December 12, 2019
TO: Recycling Board
FROM: Meri Soll, Senior Program Manager
SUBJECT: Five Year Financial Audit – Award of Contract.

SUMMARY

Subsection 64.040 (C) of the Alameda County Waste Reduction and Recycling Initiative Charter Amendment (Measure D) mandates a comprehensive financial, statistical and programmatic audit and analysis to be performed within four years of the effective date of the Act and every five years thereafter to monitor and report on compliance by the appropriate various agencies of Measure D. As a result of recommendations produced by earlier audits, the Recycling Board elected to solicit proposals for financial audits to be conducted separately from the programmatic audit. Additionally, the financial five year audit period was divided into two phases of three years and two years, so as to make records review of the municipalities less onerous. The last Financial Audit covered FY 11-12 through FY 15-16 and was completed by September 2017. At the December 12 meeting, the Recycling Board will be asked to approve a contract to perform the next Financial Five Year Audit.

DISCUSSION

In October, staff released a Request for Proposals to identify qualified proposals and consultants to perform a comprehensive financial review of funds raised and spent in fiscal years 2016-17 through 2020-21. This review will be performed in two phases: Phase I - to be performed in early 2020 covering FY 2016-17 through 2018-19 (three years); and Phase II - to be performed in early 2022 covering FY 2019-20 and 20-21 (two years). A final report will be compiled for all five years.

The adopted budget and work plan for FY 19-20 includes release of the Request for Proposals (RFP) for the Five Year Financial Audit (for both Phase I and Phase II). \$110,000 was budgeted for the Phase I work in FY 19-20. The RFP scope of work includes:

- Review audited financial statements, recycling budgets and program descriptions of the 16 municipalities receiving Recycling Fund disbursements to determine compliance with Measure D fiscal requirements.
- Review audited financial statements of the County of Alameda General Services Agency for 5% Recycled Product Purchase Preference Program (RPPP) and of the Recycling Board to determine compliance with Measure D fiscal requirements.

- For all of the above, develop recommendations for improvements, if any, indicated in current policies, procedures and practices.

A separate RFP will be let for the programmatic audit, which will begin after the close of FY 2020-21.

After proposal review and in-depth interview with principal staff members, Agency staff selected the team from Crowe LLP based upon the proposed management structure for the project and the communications skills of the team members. In addition, Crowe's primary project staff proposed for this contract has also worked on the previous Five Year Audit providing continuity and experience with Measure D processes and procedures. A copy of the full Crowe proposal can be accessed [here](#).

RECOMMENDATION

That the Recycling Board approve contract award and authorize the Executive Director to enter into a funding agreement with Crowe LLP for the Financial Five Year Audit, for a total not-to-exceed amount of \$188,252.50. \$98,570 will be awarded from the approved FY 19-20 budget for Phase I of the scope of work. Upon satisfactory completion of Phase I, the remaining \$89,682.50 will be allocated from the FY 20-21 budget (the work will commence after the end of FY 20-21) and will be included in the FY 20-21 budget resolution.



DATE: December 12, 2019

TO: Programs & Administration Committee
Planning Committee/Recycling Board

FROM: Meghan Starkey, Senior Management Analyst
Wendy Sommer, Executive Director

SUBJECT: Countywide Element Update: Goals, Objectives and Policies

SUMMARY

Thirty years ago, pursuant to state law, the Alameda County Waste Management Authority adopted a Countywide Integrated Waste Management Plan (CoIWMP). Staff is in the process of a comprehensive update of the CoIWMP's Countywide Element, and at the December 12 meeting will present a draft of the goals, objectives and policies for board members review and input.

DISCUSSION

Pursuant to the California Integrated Waste Management Act of 1989 (AB 939) the State requires that each county adopt a CoIWMP, which serves as a roadmap to approaching countywide challenges, is the guiding document for designing programs to address solid waste and recycling issues, and where we plan for regional landfill needs. A CoIWMP consists of several elements: a Source Reduction and Recycling Element, a Household Hazardous Waste Element, a Non-Disposal Facility Element, a Summary Plan and a Siting Element. Local jurisdictions are responsible for the development and maintenance of the first three elements. The Summary Plan and Siting Element are combined and referred to collectively as the "Countywide Element," and are the responsibility of the WMA.

Since its original adoption, the Countywide Element has gone through many small and large revisions, including conformance findings for most solid waste facilities, factual updates, integration of the Recycling Board and the 75% diversion goal, various other numeric diversion goals, and programs and policies developed as part of three major strategic planning processes. Significant current and emerging issues and state laws aren't fully addressed in the plan, resulting in a document that is in need of a comprehensive update. Staff is in the process of drafting this update, reframing the structure and clarifying the goals/objectives/policies, with the aim of making it a document that's responsive to current challenges, internally consistent, appropriate to our role, and specific enough to provide meaningful guidance.

The chapter containing the goals, objectives, and policies is the keystone of the document in terms of guiding agency actions and spending. Any action the WMA takes – whether approving a facility as consistent with the CoIWMP or deciding to spend money on one type of program as opposed to another – needs to support the goals, objectives, and policies in the Countywide Element. This chapter is where the WMA will define the broad statements of the desired state of waste and materials management (goals), more specific details on what that state will look like (objectives), and the policies that direct what the agency will do to advance that state.

The proposed draft of goals and objectives is attached. At the meeting, the additional layer of draft policies will be presented as well for review and discussion by the Committee.

There are a number of policy decisions that the Board needs to make when considering the updated goals and objectives:

1. Should the WMA continue to hold/purchase land as future reserve landfill capacity and/or for a possible recycling facility development under public ownership?

In the early 1990's, the WMA started purchasing land in the Altamont hills to provide member agencies with a cost-effective, publicly controlled landfill alternative and a potential compost facility. A portion of the land has been placed under a conservation easement. When we are nearing at least 15 years of permitted landfill capacity (we currently have approximately 30 years), we will evaluate the need to develop additional landfill capacity. The current document states that the WMA could acquire additional land in the area from willing sellers.

Staff Recommendation: Keep the land until such time that we need landfill capacity. In the meantime, continue to use the land for projects that help implement CoIWMP objectives, such as using compost application for carbon farming.

2. What numerical goal do we need to include in the plan?

Numerical goals and measurement are essential, since they shape major policy choices, guide specific program decisions, and can be used to evaluate the effectiveness (or lack thereof) of programs. The current Countywide Element contains multiple and sometimes conflicting numeric goals, ranging from 75% waste reduction by 2010, to less than 10% of readily recyclable materials in the landfill by 2020, to multiple specific numeric targets by material type and/or business types. While the broader, more ambitious goals (especially the 75% goal) have resonated with the public and jump started redesign of our solid waste infrastructure, the actual measurement protocols for these goals have been fraught with error and uncertainty. More importantly, these systems are unable to provide meaningful policy guidance or evaluation of programs.

Staff Recommendation: Keep 75% diversion as an aspirational goal, but use a systems approach to strive towards it. The ultimate goal will be landfill obsolescence, with specific and narrower targets that are useful for policy and program development. Recognizing that many external variables influence progress towards overarching goals, the WMA will focus its metrics primarily on setting measurable outcomes and evaluating program effectiveness.

3. Do we continue to require the conformance finding process for *all* facilities within the county?

State law requires landfills and other solid waste disposal facilities to be reviewed for conformity with the ColWMP. The current ColWMP requires that we apply the conformity review process for most all facilities within the county (e.g., transfer stations, composting facilities, etc.).

Staff Recommendation: Only conduct the conformance finding process for solid waste facilities that require a Full Solid Waste Facility Permit from CalRecycle for the following reasons:

- The current process is not effective. By the time staff receives an application, the local jurisdiction/lead agency has already performed the environmental review of the project. We could have more impact if we become involved early on by submitting comments and recommending mitigation measures or conditions as part of the lead agency's CEQA process.
- It is a "passive" way of advancing our objectives. We only have the opportunity to review one project at a time. If there are specific issues that we want to influence countywide, it's more efficient to do it via policy/ordinance as we have been doing with plant debris ban, mandatory recycling and reusable bags.
- It is not legally required. CalRecycle only requires us to conduct a conformity review process on disposal facilities. When a "non-disposal" facility (such as compost facility, transfer station, C&D facility) is proposed, it is the local jurisdiction's responsibility to amend its Non-Disposal Facility Element (NDFE). The Countywide Element must include basic information on all solid waste facilities in a county, including recycling and composting facilities. We would administratively amend the Countywide Element to include a description of a non-disposal facility when the local jurisdiction submits its updated NDFE.

RECOMMENDATION

Review the attached document and issues listed above, provide input and give direction to staff.

Attachment A: DRAFT Proposed Goals and Objectives

GOAL 1: SUFFICIENT DISPOSAL CAPACITY FOR ALAMEDA COUNTY DISCARDS

Managing discards and minimizing landfill impacts consistent with waste reduction objectives.

- Objective 1: Alameda County jurisdictions have a minimum of 15 years of disposal capacity available.
- Objective 2: Negative environmental impacts of landfills are mitigated.
- Objective 3: Landfills become obsolete as a means of managing materials, replaced by continuous material flows that rely upon minimal inputs of non-renewable resources, elimination of waste through redesign of products and systems, and effective recovery of materials.
- Objective 4: Goals and targets are rooted in a systems perspective, using measurement responsibly and appropriately to ensure effective program implementation and use of funds, while advancing systemic changes which are difficult to measure.

GOAL 2: SUFFICIENT AND ROBUST RECYCLING, COMPOSTING, AND REUSE INFRASTRUCTURE

Maximizing positive environmental benefits by balancing a high volume of recovery with related considerations: quality of commodities, operating impacts of facilities, and other environmental impacts of programs and policies.

- Objective 1: Member Agencies have efficient, adequate, and environmentally sound infrastructure for managing recycling, organics, and other discards.
- Objective 2: Direct and indirect environmental impacts of facilities and related transportation are kept to a minimum.
- Objective 3: Member Agencies and processing facilities have reliable markets for commodities produced, including new markets or other beneficial uses.
- Objective 4: Materials processed at facilities have minimal contamination, both from the source and post processing, and end products are suitable for their intended use.
- Objective 5: Facilities are managed and periodically upgraded, and/or new facilities developed, to maximize both the recovery of materials and the value of end products.

GOAL 3: PRODUCE, CONSUME, AND MANAGE MATERIALS RESPONSIBLY

Shifting from managing discards to reducing consumption, managing materials at their highest and best use, and addressing environmental impacts across the full life cycle of materials and products.

- Objective 1: Prioritize waste reduction and prevention projects that have beneficial climate impacts.
- Objective 2: Influence production and consumer demand by incentivizing and promoting the use of materials that are beneficial to human health and the environment.

GOAL 4: PUBLIC ENGAGEMENT AND ACTION

Informing and engaging the public in waste reduction activities.

- Objective 1: Member agencies and the public are informed of WMA activities and notable waste reduction topics.
- Objective 2: Alameda County residents, schools and businesses have easy access to information on how to reuse, repair, recycle, and -- when needed -- dispose of an item.
- Objective 3: The public in Alameda County is educated and motivated to take action and adopt positive waste reduction habits aligned with StopWaste priorities.

GOAL 5: REGIONAL COLLABORATION AND LEADERSHIP

Addressing regional, State, and federal issues and developing programs in partnership with member agencies, the private sector, and other key stakeholders.

- Objective 1: As a Joint Powers Authority of Alameda County, maintain organizational structures for inter-jurisdictional cooperation.
- Objective 2: Develop shared positions and policy, demonstrating leadership related to local, regional, State and federal legislation and regulation.
- Objective 3: Provide opportunities for the exchange of information and ideas among member agencies and other organizations working, affecting or serving Alameda County.

GOAL 6: VIABLE FUNDING

Managing revenues and expenditures to implement countywide priority programs and facilities to achieve the goals outlined in the CoIWMP.

- Objective 1: Maintain consistent funding for WMA programs and facilities.
- Objective 2: Distribute equitable costs and benefits.