

**P&A Committee Members**

Jean Josey, **Chair**  
City of Dublin

Lorrel Plimier, **Vice Chair**  
City of Piedmont

David Haubert, County of Alameda

Jennifer Hansen-Romero, City of Albany

Mark Humbert, City of Berkeley

Dave Sadoff, Castro Valley Sanitary District

Yang Shao, City of Fremont

Francisco Zermeño, City of Hayward

Matthew Jorgens, City of Newark

Ken Houston, City of Oakland

Rita Duncan, Oro Loma Sanitary District

Matt Gaidos, City of Pleasanton

Timothy Burroughs, Executive Director

**AGENDA**

**MEETING OF THE  
PROGRAMS AND ADMINISTRATION  
COMMITTEE (P&A)**

**THURSDAY, JULY 10, 2025**

**9:00 A.M.**

***IN PERSON MEETING LOCATION:*  
STOPWASTE BOARD ROOM  
1537 WEBSTER STREET, OAKLAND, CA**

This meeting will be conducted in a hybrid model with participation both in-person and via teleconference:

- Teleconference location #1 3300 Capitol Avenue, Building A, Fremont, CA
- Teleconference location #2 806 Pierce Street, Albany, CA
- Teleconference location #3 City of Dublin, 100 Civic Plaza, Dublin, CA
- Teleconference location #4 19013 Rushmore Street, Manor, TX
- Teleconference location #5 2928 Linden Avenue, Berkeley, CA
- Teleconference location #6 Scott Haggerty Heritage House, 4501 Pleasanton Ave., Pleasanton, CA
- Teleconference location #7 123 Main Street, Pleasanton, CA
- Teleconference location #8 Newark City Hall, 37101 Newark Blvd. Conf Rm #1, Newark, CA
- Teleconference location #9 30065 Skylark Court, Hayward, CA

Members of the public may attend in person at the addresses listed above or by:

1. Calling US+1 669 900 6833 and using the Webinar ID 843 7946 7909
2. Using the [Zoom](#) website or App and entering meeting code 843 7946 7909

During the meeting the chair will explain the process for members of the public to be recognized to offer public comment. The process will be described on the StopWaste website at <http://www.stopwaste.org/virtual-meetings> no later than noon, Wednesday, July 9, 2025.

The public may also comment by sending an e-mail to [publiccomment@stopwaste.org](mailto:publiccomment@stopwaste.org). Written public comments will be accepted until 3:00 p.m. on the day prior to the scheduled meeting. Copies of all written comments submitted by the deadline above will be provided to each Board Member and will be added to the official record. Comments will not be read into the record.

In accordance with the Americans with Disabilities Act, if you need assistance to participate in this meeting due to a disability, please contact the Clerk of the Board at (510) 891-6517. Notification 24 hours prior to the meeting will enable the agency to make reasonable arrangements to ensure accessibility to this meeting.

## AGENDA

### I. CONVENE MEETING

### II. ROLL CALL OF ATTENDANCE

### III. PUBLIC COMMENTS

Open public discussion from the floor is provided for any member of the public wishing to speak on any matter within the jurisdiction of the Programs & Administration Committee but not listed on the agenda.

### Page IV. CONSENT CALENDAR

#### 1 1. Approval of the Draft P&A Minutes of June 12, 2025

### V. REGULAR CALENDAR

#### 3 1. Stop Food Waste Campaign & Date Labeling Update (Maricelle Cardenas) This item is for information only.

### VI. MEMBER COMMENTS

### VII. ADJOURNMENT – TO P&A MEETING – SEPTEMBER 11, 2025 AT 9:00 A.M.

**DRAFT**

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

**THURSDAY, JUNE 12, 2025**

**9:00 A.M.**

***IN PERSON MEETING LOCATION:*  
STOPWASTE BOARD ROOM  
1537 WEBSTER STREET, OAKLAND, CA**

**Members Present:**

City of Albany	Jennifer Hansen-Romero
City of Berkeley	Mark Humbert
Castro Valley Sanitary District	Dave Sadoff, Chair
City of Dublin	Jean Josey
City of Fremont	Yang Shao
City of Hayward	Daniel Goldstein
City of Newark	Matthew Jorgens
Oro Loma Sanitary District	Rita Duncan
City of Piedmont	Lorrel Plimier
City of Pleasanton	Matt Gaidos

**Absent**

County of Alameda	David Haubert
City of Oakland	Ken Houston

**Staff Present:**

Timothy Burroughs, Executive Director  
Alma Freeman, Communications Manager  
Justin Lehrer, Operations Manager  
Robin Plutchok, Program Manager  
Jeanine Sidran, Senior Administrative Assistant  
Chris Ross, Webmaster/ Graphic Designer  
Arliss Dunn, Clerk of the Board

**I. Convene Meeting**

Chair Sadoff called the meeting to order at 9:00 a.m. Timothy Burroughs explained the process that would be utilized during the meeting. A link to the process is available here: [Virtual-Meetings-Instructions](#).

**II. Public Comments**

There were none.

**III. CONSENT CALENDAR**

**1. Approval of the Draft Minutes of May 8, 2025**

## DRAFT

There were no public comments for the Consent Calendar. Board member Josey moved for approval of the Consent Calendar. Board member Gaidos seconded, and the motion carried 10-0. The Clerk called the roll.

(Ayes: Duncan, Gaidos, Goldstein, Hansen-Romero, Humbert, Jorgens, Josey, Plimier, Sadoff, Shao. Nays: None. Absent: Houston, Haubert. Abstain: None)

### IV. REGULAR CALENDAR

#### 1. Election of Chair and Vice Chair (Timothy Burroughs)

That the Programs and Administration Committee elect a Chair and Vice Chair for the period July 1, 2025 - June 30, 2026.

Timothy Burroughs introduced the item. Board member Sadoff nominated Board member Josey to serve as Chair and Board member Plimier to serve as Vice Chair for Fiscal Year 2026. There were no further nominations. Board member Gaidos seconded and moved for approval of the slate of officers for Fiscal Year 2026. There were no public comments for this item.

The motion carried 10-2. The Clerk called the roll:

(Ayes: Duncan, Gaidos, Goldstein, Hansen-Romero, Humbert, Jorgens, Josey, Plimier, Sadoff, Shao. Nays: None. Absent: Houston, Haubert. Abstain: None)

#### 2. Update on RE:Source Guide (Robin Plutchok)

This item is for information only.

Timothy Burroughs introduced the item. Robin Plutchok, Jeanine Sidran, and Chris Ross presented an overview of the RE:Source guide, promotional efforts, and opportunities for member agency partnership. A link to the staff report and the presentation is available here: [RE:Source-Update-memo.pdf](#)

Additional time was provided to the Board for discussion and for clarifying questions. An audio link to the discussion is available here: [RE:Source-Update-Discussion](#). There were no public comments on this item. Chair Sadoff thanked staff for a very informative presentation and stated that the RE:Source app is a very helpful outward facing tool. Mr. Burroughs stated that staff will send an email to the Board with sample social media or E-newsletter posts to help with outreach around the app.

### V. MEMBER COMMENTS

Mr. Burroughs announced that StopWaste would honor the recipients of the 2025 StopWaste Environmental Leadership Awards at the Recycling Board meeting at 4 p.m. The annual awards program recognizes Alameda County entities for their leadership and innovations in advancing environmental sustainability, waste prevention, and contributions to building healthy, climate resilient communities in Alameda County.

### VI. ADJOURNMENT – TO JULY 10, 2025, AT 9:00 A.M.

The meeting was adjourned at 9:53 a.m.



**DATE:** July 10, 2025

**TO:** **Programs & Administration Committee/Recycling Board**

**FROM:** Maricelle Cardenas, Program Manager

**SUBJECT:** Stop Food Waste Campaign & Date Labeling Update

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**SUMMARY**

The Agency’s Stop Food Waste campaign is a broad scale public awareness campaign that helps people reduce wasted food at home. Launched in spring 2017, the campaign is geared to a residential audience and complements a suite of programmatic activities working to reduce wasted food through multiple channels of community outreach. At the July 10 P&A and Recycling Board meetings, staff will present an overview of the campaign and update of the campaign materials focused on date labeling education, in alignment with Agency strategic goals and new upcoming state legislation that supports reducing wasted food at home.

**BACKGROUND**

StopWaste has a history of conducting public awareness campaigns to educate residents on topics of countywide priorities. Reducing food waste and organics in the landfill through upstream waste prevention and food scrap composting has been an ongoing focus. Results from the 2024 Waste Characterization study show that food remains one of the largest components of the waste stream, making significant contributions to climate change. At a national level, confusion about date labels leads U.S. consumers to throw away about 3 billion pounds of food, worth \$7 billion, every year (ReFED). National nonprofit leader, ReFED, identifies standardizing date labels as one of the most cost-effective solutions for reducing food waste, but this standardization must be accompanied by consumer education to be successful. It is estimated that standardizing these labels would divert roughly 425,000 tons of food waste from landfills annually, equivalent to 708 million meals.

The Stop Food Waste campaign provides messaging and educational resources to support individuals and households to make the most of the food resources they have, contributing to the Agency strategic goal of building a healthy local food system. With new legislation and more clarity on messaging around food date labels, the Stop Food Waste campaign has shifted its focus to increase awareness and provide resources to help residents better understand date labels.

Last year, California passed the nation’s first legislation to standardize quality and safety date labels on food products. AB 660 aims to standardize date labels to provide more clarity and consistency for consumers in order to reduce wasted food. Starting July 1, 2026, “BEST If Used By” will be used to communicate peak quality, and “Use By” will be used to communicate product safety.

The Stop Food Waste campaign is leaning into the momentum created by this new legislation, developing new campaign materials, tools, and resources to be displayed and distributed to communities throughout Alameda County with the collaboration of its network of community partners.

**RECOMMENDATION**

This item is for information only.