

Emily Duncan, Chair
City of Union City
Dianne Martinez, Vice Chair
City of Emeryville
Jim Oddie, City of Alameda
Nick Pilch, City of Albany
Keith Carson, County of Alameda
Susan Wengraf, City of Berkeley
Melissa Hernandez, City of Dublin
Jenny Kassin, City of Fremont
Mike Hannon, City of Newark
Jerry Pentin, City of Pleasanton
Shelia Young, Oro Loma Sanitary District
Tim Rood, City of Piedmont

Wendy Sommer, Executive Director

AGENDA
ALAMEDA COUNTY WASTE
MANAGEMENT AUTHORITY MEETING
OF THE
PROGRAMS AND ADMINISTRATION COMMITTEE
Thursday, October 8, 2020
9:00 A.M.
TELECONFERENCE MEETING

Teleconference/Public Participation Information to Mitigate the Spread of COVID-19.

This meeting will be entirely by teleconference. All Board members, staff, and the public will only participate via the Zoom platform using the process described below. The meeting is being conducted in compliance with the Governor's Executive Order N-29-20 suspending certain teleconference rules required by the Ralph M. Brown Act. The purpose of this order was to provide the safest environment for the public, elected officials, and staff while allowing for continued operation of the government and public participation during the COVID-19 pandemic.

Members of the public and staff who are not presenting an item may attend and participate in the meeting by:

1. Calling US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 and using the Webinar ID: 846 7349 4543
2. Using the [Zoom](#) website or App and entering meeting code 846 7349 4543

Board members and any other individuals scheduled to speak at the meeting will be sent a unique link via email to access the meeting as a panelist. All Board members MUST use their unique link to attend the meeting. 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 5:00 p.m., Wednesday, October 7, 2020. The public may also comment during the meeting by sending an e-mail to publiccomment@stopwaste.org prior to the close of public comment on the item being addressed. Each e-mail will be read into the record for up to three minutes.

In accordance with the Americans with Disabilities Act and the Governor's Executive Order, 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

1. Convene Meeting

2. Public Comments

Open public discussion from the floor is provided for any member of the public wishing to speak on any matter within the jurisdiction of the Programs & Administration Committee, but not listed on the agenda. Each speaker is limited to three minutes unless a shorter period of time is set by the Chair.

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1 3. Approval of the Draft Minutes of September 10, 2020 (Pat Cabrera)

5 4. 2020 Legislative Year in Review (Jeff Becerra)

This item is for information only.

9 5. Program Evaluation Update (Meghan Starkey)

This item is for information only.

6. Member Comments

7. Adjournment

The Programs & Administration Committee is a Committee that contains more than a quorum of the Board. However, all items considered by the Committee requiring approval of the Board will be forwarded to the Board for consideration at a regularly noticed board meeting.

DRAFT

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

Thursday, September 10, 2020

9:00 A.M.

TELECONFERENCE MEETING

Members Present:

City of Alameda	Jim Oddie
City of Albany	Nick Pilch
County of Alameda	Scott Haggerty (alternate)
City of Berkeley	Susan Wengraf
City of Dublin	Melissa Hernandez
City of Emeryville	Dianne Martinez
City of Fremont	Jenny Kassar
City of Newark	Mike Hannon
Oro Loma Sanitary District	Shelia Young
City of Piedmont	Tim Rood
City of Pleasanton	Jerry Pentin
City of Union City	Emily Duncan, Chair

Staff Present:

Wendy Sommer, Executive Director
Timothy Burroughs, Deputy Director
Pat Cabrera, Administrative Services Director
Jeff Becerra, Communications Manager
Justin Lehrer, Operations Manager
Jeanne Nader, Senior Program Manager
Angelina Vergara, Program Manager
Trevor Probert, Program Services Specialist
Arielle Conway, Program Services Specialist
Cristian Aguilar, Program Services Specialist
Arliss Dunn, Clerk of the Board

1. Convene Meeting

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

2. Public Comments

There were no public comments on the remote call and no public comments were received via the public comments email portal.

DRAFT

3. Approval of the Draft Minutes of July 9, 2020 (Pat Cabrera)

There were no public comments on this item. Board member Hannon made the motion to approve the draft minutes of July 9, 2020. Board member Hernandez seconded and the motion carried 10-0. The Clerk called the role:

(Ayes: Duncan, Hannon, Hernandez, Kassan, Martinez, Oddie, Pentin, Rood, Wengraf, Young. Nays: None. Abstain: None. Absent: Haggerty, Pilch).

4. Community Based Outreach Project – Partnering with Urban Farms (Jeanne Nader)

This item is for information only.

Prior to the presentations, Wendy Sommer commented that the current COVID 19 situation has prohibited staff from continuing to have in-person interaction with our audiences. Staff is responding to the COVID-19 challenges in innovative and creative ways and reimagining our projects so that we can continue to be effective in our projects.

Jeanne Nader, Senior Program Manager, provided an overview of the staff report and introduced Trevor Probert, Program Services Specialist. Mr. Probert presented a PowerPoint presentation and provided a summary of strategies and resources, including current examples for efforts underway with our urban farm partners. A link to the staff report and the presentation is available here: [Community-Outreach-presentation.pdf](#)

Board member Young inquired if the movie Symphony of the Soil can be shown at one of the board meetings. Mr. Probert stated that when staff showed the movie it was accompanied by a discussion on carbon farming and the duration was approximately two hours. Board member Young inquired about access to the film. Mr. Probert stated that information on accessing the movie is available at Lily Films. Board member Pilch thanked staff for a wonderful presentation and commented that he was pleased to see the efforts from the City of Albany and stated that he would be pleased to be a liaison in continuing to furthering staff and community involvement in carbon farming. Board member Hannon inquired about the minimum size of an urban farm and inquired about the amount of grants and funding available. Mr. Probert stated that the typical size of the urban farms that we work with range in size from ½ to 2 acres, and we also work with community gardens that are typically ⅓ of an acre. Ms. Nader stated that for the current budget year there are three community action grants at \$10,000 each and the focus is on food waste reduction and we are also trying to combine messaging encouraging people to use reusables to store the food.

There were no public comments on this item. Chair Duncan thanked Mr. Probert and Ms. Nader for a wonderful presentation.

5. Schools Outreach COVID-19 Update (Angelina Vergara)

This item is for information only.

Angelina Vergara provided an overview of the staff report and introduced Arielle Conway, Program Services Specialist, and Cristian Aguilar, Program Services Specialist. Ms. Conway and Mr. Aguilar presented their collaborative approach to providing virtual training and other resources to students, their families, teachers and school leaders during this pandemic. A link to the staff report and the presentation is available here: [Schools-Outreach-Covid-19-Presentation.pdf](#)

DRAFT

Board member Hannon thanked staff for an outstanding program and for the excellent work that staff is doing in the various schools. Board member Hannon inquired if most of the schools in the county are participating in the program. Ms. Vergara stated that their survey has shown that South County has the largest participation with the school field trips but we have an excellent working relationship with every school district throughout the county. Ms. Vergara added that the goal is to work with whoever is ready to work with us and transform their districts and we would be happy to provide data on participation. Board member Hernandez commented on a great program and encouraged staff to reach out to Board members for any assistance. Chair Duncan inquired if the virtual tours and other information on the website is available to anyone that may be interested in learning more about the program. Ms. Conway stated yes, we are using the website in a more dynamic way and will be adding more resources as they are developed. Ms. Conway added the virtual tour is not yet available but should be up on the website by mid-September.

There were no public comments on this item. Chair Duncan thanked Ms. Vergara, Ms. Conway, and Mr. Aguilar for a very motivating and inspiring presentation. Ms. Sommer commented that we are very excited about the next phase of our program and commended the schools team on an excellent job.

7. Member Comments

Board member Young commented that she thoroughly enjoyed the schools presentation and specifically the presentation from Cristian Aguilar. Board member Young announced that Ron Dias, a longtime member, nearly 30 years, of the Oro Loma Sanitary District, recently passed away and asked that the Committee adjourn the meeting in his honor.

8. Adjournment

The meeting adjourned at 10:05 a.m. in honor of Ron Dias.

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Date: October 8, 2020

TO: Programs & Administration Committee
Planning Committee/Recycling Board

FROM: Jeff Becerra, Communication Manager

SUBJECT: 2020 Legislative Year in Review

SUMMARY:

The California State Legislature concluded the 2019-2020 legislative session on August 31, ending one of the most tumultuous years of legislative business in recent history. At the October 8 meetings, staff will provide an overview of the session and what to look for in the 2021-2022 session.

DISCUSSION:

StopWaste's legislative priorities for 2020 emphasized plastic pollution/packaging, climate change, and organics to landfill (via implementation of SB 1383).

Legislative business ground to a halt with the onset of the COVID-19 pandemic and the legislature went into recess from the middle of March until early May. Legislative business resumed under new procedures intended to mitigate the risk of COVID-19 transmission, but progress was slow and new procedures and technologies created challenges. Ultimately, the legislature managed to effectively conduct business, but sent just over 400 bills to Governor Newsom for consideration (substantially fewer than the typical 1000). While the legislature effectively addressed some issues related to COVID-19, the budget, and wildfires, there was minimal action taken on key environmental policies.

Status of Significant Legislation of Interest to StopWaste

AB 793 (Ting) Recycling: plastic beverage containers: minimum recycled content

Position: Support

This bill establishes minimum recycled content requirements for plastic beverage containers, and makes California's standards the strongest in the world. Specifically, AB 793 would require that beverage containers contain, on average, no less than 50 percent postconsumer recycled plastic content by January

1, 2030. The legislation is intended to develop domestic markets for recycled materials and take a critical step towards a circular economy. The Governor approved this measure on September 24.

SB 54/AB 1080 (Allen, Gonzalez): California Circular Economy and Plastic Pollution Reduction Act

Position: Support

These bills would have established a framework to address the pollution and waste crisis and set a statewide goal of ensuring that manufacturers reduce the waste generated by single-use plastic packaging and food ware products by 75% by 2032 through source reduction and recycling and composting.

In August the authors significantly amended both bills, which narrowed their scope to plastic and plastic coated fiber. Even though the authors attempted to address the concerns of the opposition, in the end many groups continued to oppose these measures and both failed. There has been no indication yet if the authors plan to reintroduce the measures next year.

AB 1672 (Bloom) Solid waste: premoistened nonwoven disposable wipes

Position: Support

This bill would have established standardized labeling practices for single-use wet wipes. Specifically, AB 1672 would have required certain single-use wet wipes to be clearly labeled with “DO NOT FLUSH” and establish a consumer education and outreach program. The bill, however, died in Senate Appropriations.

AB 2287 (Eggman) Solid waste: plastic products certification

Position: Support

This bill authorizes the use of agricultural mulch film plastic labeled “soil degradable” if it meets specified standards. AB 2287 also gives the Statewide Commission on Recycling Markets and Curbside Recycling an additional six months to make certain market development policy recommendations. The bill will help support the development and use of truly degradable alternatives to traditional plastics by updating California’s existing “Truth in Environmental Advertising” law to reflect updated standards, certifications, and best practices for labeling products. This measure received bipartisan support in the legislature and was signed into law by the Governor on September 29.

Additional Policy-Related Activities

Statewide Commission on Recycling Markets and Curbside Recycling

This new group was modeled after the National Sword Task Force that StopWaste organized, and formed as a result of AB 1583. It is designed to provide policy and messaging recommendations to CalRecycle, along with identifying which items are truly recyclable or compostable. A number of close connections to StopWaste are on the commission, which held their first meeting in June and have been meeting twice a month. They have developed four committees that cover market development, organics, recycling, and

labeling and media. The commission is required to submit preliminary policy recommendations to the legislature by January 1, 2021.

CalRecycle and SB 1383

In response to the COVID-19 pandemic, StopWaste joined the League of California Cities, California State Association of Counties, and Rural Counties Representatives of California, requesting state officials and CalRecycle to grant limited grace periods and temporary relief from SB 1383 implementation requirements, until at least six months after the COVID-19 emergency is deemed over by the State. Since the solid waste and recycling industry services are part of essential infrastructure, under Governor Gavin Newsom's March 19, 2020 [Executive Order N-33-20](#), the coalition is concerned with their ability to meet specific statutory obligations during the COVID-19 pandemic.

The coalition met with CalRecycle several times and discussed the development of a guidance document that outlines the compliance program for SB 1383, which was subsequently released on August 11. In regard to the delayed implementation for SB 1383, CalRecycle expressed the dates could only be delayed if there is legislation. The coalition is currently discussing if there should be legislation introduced next year that will delay implementation of SB 1383.

California Recycling and Plastic Pollution Reduction Act

Led by Recology, this voter initiative closely matches the provisions of SB 54/AB 1080, and was designed to be a fallback should that legislation not pass. This initiative appears to have the needed number of signatures to have it placed on the 2022 ballot.

At the November Waste Management Authority meeting, staff will share and discuss with the Board a proposed list of legislative priorities for the 2021-2022 session.

RECOMMENDATION

This item is for information only.

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DATE: October 8, 2020

TO: Programs & Administration Committee
Planning Committee/Recycling Board

FROM: Meghan Starkey, Senior Management Analyst

SUBJECT: Program Evaluation Update

SUMMARY

Recently, during the update to the Countywide Integrated Waste Management Plan, both WMA and Recycling Board members discussed the importance of program evaluation and its challenges. Formal evaluation is valuable, as it tells us whether our programs are having the intended impact. Because StopWaste adopts systemic goals—for example, landfill obsolescence—that are shaped by many forces, and because we emphasize upstream programs delivered through community outreach and public campaigns, there is an inherent difficulty in finding and communicating the right data to illustrate program impact.

DISCUSSION

At the heart of the issue is understanding whether StopWaste is making a difference in the challenging problems we face. To do so, we want to continually improve our efforts to gather and use data of different types to guide policy, select from different program options, prioritize our efforts, and evaluate whether they are having an impact.

Through the program evaluation effort, we seek answers to a set of questions:

- 1.A re we picking the right programs to run? Do they align with our goals?
- 2.A re the programs we design likely to work?
- 3.A re the programs having an impact? If so, how, and how much?
- 4.H ow do we learn, adapt and improve?

Our initial approach is from two different angles. Our first priority is doing in-depth program evaluations (“deep dives”) for selected high profile Agency programs: Mandatory Recycling, Food Waste Reduction, Schools Based Education, and Community Based Education. Through this “bottom up” approach, we plan to ensure our objectives are measurable. Simultaneously, we are starting to think about big picture Agency-wide metrics. As part of this, we will consider more general goals, such as landfill obsolescence and upstream priorities, and determine how to align our specific programmatic objectives with them.

At the October 8 meeting, staff will report on progress towards creating a more robust framework for evaluation at StopWaste.

RECOMMENDATION

This item is for information only.