

APPROVED

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

**Thursday, March 10, 2016
4:00 p.m.**

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

I. CALL TO ORDER

President Tim Rood called the meeting to order at 4:05 p.m.

II. ROLL CALL

Tim Rood, City of Piedmont, Chair
Adan Alonzo, Recycling Programs
Greg Jones, City of Hayward
Bernie Larrabe, Recycling Materials Processing Industry
Peter Maass, City of Albany
Dianne Martinez, City of Emeryville
Daniel O'Donnell, Environmental Organization
Michael Peltz, Solid Waste Industry Representative (via teleconference)
Dave Sadoff for Jerry Pentin, City of Pleasanton
Steve Sherman, Source Reduction Specialist
Toni Stein, Environmental Educator

Staff Present:

Wendy Sommer, Executive Director
Tom Padia, Deputy Executive Director
Justin Lehrer, Senior Program Manager
Cassie Bartholomew, Program Manager
Debra Kaufman, Senior Program Manager
Kelly Schoonmaker, Program Manger
Wes Sullens, Program Manager
Audrey Beaman, County Counsel
Arliss Dunn, Clerk of the Board

Others Present:

Arthur Boone, NCRA Member and Former Recycling Board Member
Brian Dolan, Pleasanton Assistant City Manager
Bob Molinaro, Pleasanton Garbage Service
Arthur Boon, Former Recycling Board Member

III. ANNOUNCEMENTS BY THE PRESIDENT

There were none.

IV. CONSENT CALENDAR

1. Approval of the Draft Minutes of February 11, 2016 (Wendy Sommer)

Action

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| 2. Board Attendance Record (Wendy Sommer) | Information |
| 3. Written Report of Ex Parte Communications (Wendy Sommer) | Information |

Board member Maass made the motion to approve the Consent Calendar. Board member Alonzo seconded and the motion carried 9-0 (Martinez and Stein absent).

V. OPEN PUBLIC DISCUSSION

Arthur Boone announced that the Zero Waste Youth Convergence will be holding an event at City College in San Francisco on Saturday, March 26th and encouraged staff to support the event. Mr. Boone asked the Board to approve a grant proposal for the Northern California Recycling Association (NCRA) to support organics collection in Oakland multi-family properties. The grant will be included in the grants-to-non profits funding program.

VI. REGULAR CALENDAR

- 1. Eligibility of Pleasanton to Receive Measure D per Capita Allocations (Tom Padia) Action**

Staff recommends that the Recycling Board find that Pleasanton, by opting in to Phase 2 of the Mandatory Recycling Ordinance under a schedule waiver has satisfied the criteria for an adequate commercial organics recycling program, and that the Recycling Board authorizes release of the past two withheld quarterly Measure D allocations and future allocations.

Tom Padia provided an overview of the staff report. A link to the report is available here: [Pleasanton Eligibility Measure D memo-03-10-16](#)

Board member Sadoff stated that he does not support the staff recommendation in principle but because he was not present during the discussion held at the November 12, 2015 Recycling Board meeting he would abstain from the vote. Board member Rood inquired if a promise was made to Pleasanton that the “escrow funds” would be released to them if they took the recommended action. Ms. Sommer stated that she understood that it was the intention of the former Executive Director that the funds would be released upon an approved plan. Mr. Padia stated that the recommendation at the November 15 meeting does not specifically state that funds would be released however he concurs with Ms. Sommer’s statement. Board member Alonzo supported staff’s recommendation based on Pleasanton’s efforts to comply. Board member Sherman stated that he was the maker of the motion at the meeting and required the motion to be amended to allow a more rapid pace for compliance and is satisfied that Pleasanton has satisfied the criteria as requested by the Board and added the intention of the Measure D funds is to help us to accomplish our goals.

Board member Jones and Martinez stated that they both are satisfied that Pleasanton has met the criteria as established by the Board. Board member Jones made the motion to approve the staff recommendation. Board member Alonzo seconded and the motion carried 9-0-1 (Stein absent, Sadoff abstained).

- 2. Product Decisions Targets (Justin Lehrer) Action**

Staff recommends that the Committee review the proposed recommendations for the PD Targets and recommend to the WMA Board to direct staff to implement them in the FY 16-17 budget.

Justin Lehrer presented an overview of the staff report and presented a PowerPoint presentation. The combined report and presentation is available here: [Product Decisions Targets memo-03-10-16](#)

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Board member Jones inquired about the techniques for food waste messaging for residential audiences. Cassie Bartholomew stated that there is momentum with the EPA, Natural Resources Defense Council (NRDC) and the Ad Council next month releasing a \$90 million ad campaign targeting consumers, focusing on how to shop smartly, prep and store food, and other messaging targeting generating food waste. Ms. Bartholomew added BayROC recently released their food waste campaign "Love your Leftovers" that includes recipes on how to repurpose leftover food. Board member Sherman stated that he would like to see the agency bring this topic to the forefront and to require the hauler in their franchise agreements to subcontract with local non-profits that recover edible surplus food in order to provide revenue to purchase refrigerated trucks and other edible food recovery provisions.

Board member Rood inquired with respect to the Recycled Content Compost and Mulch Emphasis, what percentage increase would be required to reach 1 million square feet of compost and or mulch in Alameda County. Kelly Schoonmaker stated that up until last fiscal year we have done approximately 400,000 square feet and the 1 million number accounts for an increase in interest in applying sheet mulching due to the drought.

Board member Rood inquired with respect to the Packaging Project if the assistance offered to businesses is primarily technical assistance, education and outreach. Mr. Lehrer stated yes and also small grants to help them obtain totes and bins. Board member Sherman inquired if the 5,000 tons of waste diverted is specific to Alameda County and is it an annual number or over the 4 year program period. Mr. Lehrer stated yes it is specific to Alameda County and for the 4 year program period. The businesses are not all located in Alameda County but the waste ends up here. Board member Sherman inquired about the anticipated resources to member agencies to help them update their Climate Action Plan. Debra Kaufman stated that the discussion has focused on helping with the adaptation plans related to agency priorities such as helping to make the connections between how compost and mulch can mitigate the potential for increased flooding due to climate change and to show communities how they can expand beyond mitigation into the adaptation realm. Additionally, we've discussed Energy Efficiency and how they can be used as adaptation measures. Ms. Sommer added the agency will be providing templates and language very specific to our mission that member agencies can then insert into their proposed plans.

Board member O'Donnell inquired if the emphasis on codes and standards will include an emphasis on where the recycled products are manufactured as opposed to just having recycled content product and also further studies to measure the impact of energy savings. Wes Sullens stated the idea is to engage on codes and standards that are looking at the full beneficial package of recycling: energy, regionality, life cycle savings, etc. This means we could be engaged on codes and standards that influence manufacturing best practices (like zero waste manufacturing facilities), as well as energy savings from using recycled instead of virgin materials in manufacturing.

Board member Stein inquired if there has been progress made with regard to products (sofas, etc.) containing fire retardant materials. Mr. Sullens stated that with the new mattress legislation local foam recyclers are seeing an increase in mattress being brought into the recycling facility but not sofas and couches as there is no recovery method for those foams. It is a missing piece and several groups are looking into what to do with these foams as alternatives to landfilling. Board member Stein commented that the workers at these recycling facilities are being exposed to these materials and it poses a health and safety risk. She added Alameda County took the lead on mattress recycling legislation and encouraged staff to lend our expertise to any proposed State legislation on flammability standards.

Board member Sadoff summarized the discussion held at the P&A meeting regarding the challenges of point of sale marketing/signage at retailers. Ms. Sommer stated for several years the measure posed

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significant challenges and the agency opted to piggyback with Our Water, Our World as they have been successful at having a presence in the retail stores.

Board member Rood inquired about the budget impacts due to the reallocations. Mr. Lehrer stated there will be overall budget savings. Board member Maass inquired as to any proposed assessment schedule for the projects. Mr. Lehrer stated that staff will apply criteria as needed to projects and possibly for evaluating grant requests. Board member Stein stated that she will support the staff recommendation but asked that staff provide more specificity with regard to codes and standards. Board member Sherman commended staff on presenting a well thought out and coordinated process.

Board member Sherman made the motion to approve the staff recommendation. Board member Maas seconded and the motion carried 10-0 (Martinez absent).

VII. OTHER PUBLIC INPUT

There was none.

VIII. COMMUNICATIONS/MEMBER COMMENTS

Board member Alonzo announced that Fremont Recycling and Transfer Station in collaboration with the City of Fremont, and Republic Services will be holding their 5th Annual Compost Giveaway at the Transfer Station on Sunday, April 3.

Board member Sherman announced that the Northern California Recycling Association (NCRA) will be holding its Annual Recycling Update on March 22 at the Freight and Salvage in Berkeley.

Board member Sadoff announced that he had attended the East Bay Innovation Awards in Oakland. He added it was a great event and encouraged other Board members to attend. Ms. Sommer added the agency traditionally sponsors a table at the event.

IX. ADJOURNMENT

The meeting adjourned at 5:30 p.m.