

APPROVED

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

Thursday, May 10, 2018

7:00 P.M.

Castro Valley Library
3600 Norbridge Avenue
Castro Valley, CA 94546
510-667-7900

Teleconference
Jim Oddie
Disney's Grand Californian Hotel
1600 Disneyland Drive
Anaheim, CA 92802
714-635-2300

I. CALL TO ORDER

Sarah Vared, First Vice President, called the meeting to order at 7:00 p.m.

II. ROLL CALL

Jillian Buckholz, Recycling Programs
Bernie Camara, Recycling Materials Processing Industry
Sara Lamnin, ACWMA
Dianne Martinez, ACWMA
John Moore, Environmental Organization
Jim Oddie, ACWMA (teleconference)
Jerry Pentin for Peter Maass, ACWMA
Toni Stein, Environmental Educator
Sarah Vared, Source Reduction Specialist

Absent:

Tim Rood, ACWMA
Vacant, Solid Waste Industry Representative

Staff Present:

Tom Padia, Deputy Executive Director
Wendy Sommer, Executive Director
Justin Lehrer, Senior Program Manager
Kelly Schoonmaker, Administrative Services Director
Teresa Eade, StopWaste, Retired Annuitant
Farand Kan, Deputy County Counsel
Arless Dunn, Clerk of the Board

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Others Participating:

Alan Lessik, Executive Director, Civicorps

Lakshmi Gunanayagam, Program Manager, ReScape California

III. ANNOUNCEMENTS BY THE PRESIDENT

First Vice President Vared welcomed Board member Jillian Buckholz as the new Recycling Programs representative. Ms. Buckholz provided a summary of her background and experience.

IV. CONSENT CALENDAR

1. **Approval of the Draft Minutes of the April 25, 2018 Joint Meeting of the WMA Board, the Energy Council, and Recycling Board (Tom Padia)**
2. **Board Attendance Record (Tom Padia)**
3. **Written Report of Ex Parte Communications (Tom Padia)**

There were no public comments on the Consent Calendar. Board member Pentin made the motion to approve the Consent Calendar. Board member Martinez seconded and the motion carried 9-0.

(Ayes: Buckholz, Camara, Lamnin, Moore, Martinez, Oddie, Pentin, Stein, Vared. Nays: None. Abstain: None. Absent: Rood. Vacant: Solid Waste Industry Representative).

IV. OPEN PUBLIC DISCUSSION

There was none.

VI. REGULAR CALENDAR

1. **Civicorps Certificate of Support (Tom Padia)**

This item is for information only.

Tom Padia provided a brief overview of the staff report and introduced Alan Lessik, Executive Director of Civicorps. Mr. Lessik provided an overview of the Civicorps job training program, specifically the recycling pre-apprenticeship training program where students can earn a Class B driver's license and be eligible to enter a union apprenticeship program at Waste Management of Alameda County, and may obtain a Teamster truck-driving job. Two students have recently become Teamsters. One of the students, Kiara Alexis, is one of five female truck drivers for Waste Management in Alameda County. Her success story was featured on KTVU. The video is available here: [Kiara-Alexis](#). Mr. Lessik added Mutual of America recognized their program at an awards ceremony and asked Civicorps to recognize an organization in the community. Civicorps recognized StopWaste for our longstanding support of their programs and Mutual of America presented StopWaste with a certificate of recognition.

2. **Agency Goals and Indicators Update (Justin Lehrer)**

This item is for information only.

Justin Lehrer presented an overview of the staff report and presented a PowerPoint presentation.

The report and the presentation is available here: [Agency-Goals-Indicators-05-10-2018.pdf](#)

Board member Stein inquired if Walmart joined Target Stores in including the "How2Recycle" label on its products. Mr. Lehrer stated that he is unsure if they are requiring all of their suppliers to include the label but they are definitely encouraging them to do so. First VP Vared inquired as to why families were the target audience for food waste prevention and not include businesses.

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Mr. Lehrer stated that we have several programs targeting commercial food waste reduction but the food waste prevention campaign specifically identified young families as a key target audience in the residential campaign. For the business campaign, we have the “Smart Kitchen Initiative” which is working with industrial scale kitchens to reduce food waste. Mr. Lehrer showed a 15 second video clip highlighting the Stop Food Waste messaging. The video is being shown in theaters throughout Alameda County. A link to the video is available here: ["For-the-love-of-food"](#). Board member Moore inquired about the decision making process to design “For the Love of Food” to reach the target audience. Mr. Lehrer stated that the video clip was designed to drive the audience to the agency website for more information and resources on preventing food waste.

Board member Buckholz inquired if the agency works with higher education or corporations such as Aramark, in addition to K-12 schools. Mr. Lehrer stated that although our technical assistance is mostly with K-12 schools, we have worked with higher education as well. Our initial work with industrial kitchens started with a project at UC Berkeley Cal Dining through our Smart Kitchen Initiative and they had impressive results using food tracking software, and we’ve worked with Aramark as well.

Board member Moore inquired about the county-wide diversion rate for C&D. Mr. Padia replied that the difficulty is knowing the total universe of materials generated. Mr. Padia added some cities are requiring that every person that pulls a permit for construction or demolition to use the Green Halo software to login their weight tags. However, some cities are not enforcing the use of Green Halo and some are scarcely utilizing it. With the state allowance of including ADC and beneficial reuse as diversion at landfills, the diversion rate hovers around 75%. However, not including the ADC and beneficial reuse, the rate might be around 50% or so. Mr. Lehrer added we have an estimate of around 26% disposal in landfill of the C&D materials but we think that could rise as we continue to analyze the data.

Board member Lamnin inquired if there is consideration to produce videos for the “How2Recycle” labeling campaign to increase public awareness. Mr. Lehrer stated that we do not have a video on product labeling but it is a great idea. Board member Lamnin inquired if some of the organics work is being considered around carbon farming and composting. Kelly Schoonmaker stated that we are working with the Alameda County Resource Conservation District and they have received a grant from the Department of Water Resources to do two carbon farm plans and StopWaste will do one of them and include pilot implementation. We are currently looking for external funding to do full implementation to use as a model for other public agencies that own similar tracts being used as rangeland. With respect to composting and green waste, we are also partnering with EBMUD, East Bay Regional Park District, Resources for Community Development, etc., and asked that the Board forward any recommendations. Board member Buckholz recommended that staff reach out to Patty Oikawa in the Earth and Sciences Division at Cal State East Bay regarding carbon sequestration. Ms. Schoonmaker stated that Tommy Fenster, Outreach Specialist, is doing graduate work on carbon sequestration with Dr. Oikawa as part of his graduate studies. Ms. Schoonmaker indicated that her team is hoping to build the relationship with Dr. Oikawa and looks forward to potentially partnering with her in the future. Board member Lamnin commended Cal State East Bay for working with the Daily Bowl to assist students who are at risk for food insecurity. First VP Vared asked for an update regarding China National Sword and any shift in priorities. Mr. Lehrer stated that staff has been discussing the issue internally and must provide a consistent message to consumers keep recycling and to keep it clean to avoid contamination of materials. Mr. Padia added the situation is still volatile and changing in terms of recycling markets. However, it is an opportunity to promote a “waste prevention” message about reduced junk mail as mixed paper is the main issue. Board member Stein announced that there is federal disaster relief funding

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available for removal of hazardous trees and Oakland and Berkeley fire departments are looking for groups to partner with for recycling the wood. First VP Vared thanked Mr. Lehrer for his report.

3. Bay-Friendly Rated Landscape Update (Kelly Schoonmaker)

This item is for information only.

Kelly Schoonmaker provided a brief overview of the staff report and introduced Lakshmi Gunanayagam, Program Manager at ReScape California, and recognized Teresa Eade as the founder of the Bay-Friendly rated program. Ms. Schoonmaker distributed a list of the Bay-Friendly landscapes throughout Alameda County and other locations. Ms. Gunanayagam presented an overview of the Rated Landscape program. A link to the staff report and the presentation is available here:

[Rated-Landscapes-Presentation-05-10-18.pdf](#)

Board member Stein commented that the program should reach out to adjoining counties and work on fire related issues. Ms. Gunanayagam stated that the program is reaching out to explore opportunities with other counties. They will be hosting a workshop in mid-May in Sonoma County focusing on firescaping. Board member Lamnin inquired about more information regarding the stakeholder committee. Ms. Gunanayagam stated that they are developing a stakeholder group to focus on the rated landscapes. The stakeholder group will consist of the Raters, ReScape CA Board of Directors, Public Agencies, Conservation Agencies, etc. The group will hopefully help shape the promotion and structure of the program, and provide direction on deploying resources that would be most beneficial to the end user. Board member Lamnin inquired if they are working with the rental housing groups and housing developers. Ms. Gunanayagam stated that she is pursuing any opportunities for presenting the program.

Board member Stein inquired about the concentration of rated landscapes in Hayward. Ms. Eade stated that Hayward has the largest landscape projects among the other cities in Alameda County. Ms. Eade acknowledged Michelle Koo, Landscape Architect for the city of Hayward for nearly 13 years. Ms. Koo applies the bay-friendly principles to all of their capital improvement projects. Board member Stein inquired if there have been any projects with school districts. Ms. Eade stated that we have had smaller projects working through the StopWaste School's program but on a larger scale, all of the district's capital improvement projects are managed through the State Department of Architecture. First VP Vared thanked Ms. Gunanayagam and staff for the report.

VII. OTHER PUBLIC INPUT

There was none.

VIII. COMMUNICATIONS/MEMBER COMMENTS

There were none.

IX. ADJOURNMENT

The meeting adjourned at 8:11 p.m.