

APPROVED

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

**Thursday, July 14, 2016
7:00 p.m.**

**Fremont Recycling and Transfer Station
41149 Boyce Road
Fremont, CA 94538**

**Teleconference:
Michael Peltz
Club Quarters Hotel
161 Devonshire St, Boston, MA 02110
(617) 357-6400**

I. CALL TO ORDER

Tim Rood, President, called the meeting to order at 7:03 p.m.

II. ROLL CALL

Adan Alonzo, Recycling Programs
Don Biddle, City of Dublin for Jerry Pentin, City of Pleasanton
Bernie Larrabe, Recycling Materials Processing Industry
Peter Maass, City of Albany
Dianne Martinez, City of Emeryville
Jim Oddie, City of Alameda
Daniel O'Donnell, Environmental Organization
Michael Peltz, Solid Waste Industry Representative, via teleconference
Tim Rood, City of Piedmont
Steve Sherman, Source Reduction Specialist

Members Absent:

Toni Stein, Environmental Educator

Staff Present:

Tom Padia, Deputy Executive Director
Jeff Becerra, Communications Manager
Judi Ettliger, Senior Program Manager
Meri Soll, Senior Program Manager
Farand Kan, Deputy County Counsel
Arliss Dunn, Clerk of the Board

Others Participating:

Stacy Hart, Tri City Volunteers

III. ANNOUNCEMENTS BY THE PRESIDENT

Board member Alonzo welcomed everyone to the Fremont Transfer Station. Tom Padia announced that he would be staffing the meeting in the absence of Wendy Sommer. Tom Padia introduced Farand Kan, Deputy County Counsel. Mr. Kan replaces Audrey Beaman as the attending County Counsel for the

APPROVED

Recycling Board. President Rood welcomed Board member Oddie, City of Alameda, as the new Authority Representative to the Recycling Board. Board members provided a roundtable introduction.

IV. CONSENT CALENDAR

- | | |
|---|--------------------|
| 1. Approval of the Draft Minutes of June 9, 2016 (Tom Padia) | Action |
| 2. Board Attendance Record (Tom Padia) | Information |
| 3. Written Report of Ex Parte Communications (Tom Padia) | Information |

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

V. OPEN PUBLIC DISCUSSION

There was none.

VI. REGULAR CALENDAR

- | | |
|--|--------------------|
| 1. Tri City Volunteers – Grantee Presentation | Information |
| This item is for information only. | |

Meri Soll provided an overview of the staff report and introduced Stacy Hart, Agency Manager, Tri City Volunteers. Ms. Hart provided a presentation on Tri City Volunteers' grant activities. The staff report and PowerPoint presentation is available here: [Tri-City-Presentation-07-14-16.pdf](#)

President Rood inquired about the set-up of the facility and how the food is provided to clients. Ms. Hart stated that clients are provided a volunteer host that will guide them through the facility. There is a maximum on the quantity of items provided. Board member Oddie inquired if they partner with other local food organizations such as St. Vincent De Paul and Meals on Wheels to donate the excess food items. Ms. Hart stated that they partner with the Alameda County Food Bank.

President Rood inquired about the number of languages that participate in the program and inquired if the food is labeled in different languages. Ms. Hart stated that they serve cultures with seven different languages and the grant will allow them to provide food labeling in those languages as well as their educational material. Board member Biddle inquired if they are able to get volunteers in those different languages. Ms. Hart responded yes they have volunteers from all walks of life.

President Rood commended Ms. Hart on the program and thanked her for her presentation.

- | | |
|---|--------------------|
| 2. Grants to Nonprofits Program – Year in Review (Meri Soll) | Information |
| This item is for information only. | |

Meri Soll provided an overview of the staff report and a PowerPoint presentation. The staff report and presentation is available here: [GNP-Year-In-Review-07-14-16.pdf](#)

Board member Sherman commented that although service providers that provide services for collection of garbage and recycling and organics offer some general donations for community services he is pleased to see a government agency through Measure D funding has a formal service as well. Board member Sherman commended staff on doing an excellent job and added for next year he would like to see an additional table that talks about the percentage of the \$300-400,000 in grants that supported the purchase of equipment, education and outreach, labor (particularly overall paying jobs and jobs that went to youth).

Board member Oddie requested more information on the \$5,000 grant for the Harbor Bay project in Alameda to share with his City Council. Ms. Soll stated that she will provide the information to him and

Mr. Becerra added there is a case study on how the project leveraged the \$5,000 grant. Mr. Padia added in addition to the water savings and other benefits the lawn conversion tool strengthens and creates markets for recycled compost and mulch as the wood markets are disappearing in California. It creates opportunities to use wood chips in sheet mulch conversion projects. Board member Rood inquired about the total cost to do a landscape conversion project. Ms. Soll stated that that depending on the service area the cardboard and mulch can be freely obtained and the agency provides additional landscape design consultation and other technical assistance. Mr. Becerra stated that we work closely with water agencies and they provide rebates as well.

President Rood thanked Ms. Soll for her presentation.

3. Outreach Strategies for Programmatic Successes (Jeff Becerra & Judi Ettlinger) Information

This item is for information only.

Jeff Becerra and Judi Ettlinger provided an overview of the staff report and provided a PowerPoint presentation. The staff report and presentation is available here: [Outreach-Strategies-07-14-16.pdf](#)

Board member Rood inquired if the 10% target is by weight or volume. Mr. Becerra responded that it is by weight and added the material is separated into 3 or more categories with a breakout of the organics by food and yard waste and then weighed to obtain the percentage. Board member Sherman commented that our call to action has been to “keep the good stuff out of the bad stuff” but there may be an opportunity to reframe to say “keep the bad stuff out of the good stuff” i.e. “don’t put the trash in the organics and the recycling.” Mr. Becerra stated the outreach is tailored to the situation as the posted signage and PSA’s need to be short and quick messaging but encounters with community groups or the school’s program provides the opportunity for deeper, expanded messaging and outreach.

Board member Maass commented that most recycling decisions are made in the kitchen and people know what to do but it is a matter of convenience. He added his own kitchen is designed for recycling convenience, i.e. both the garbage and recycling bins are next to each other in a pull-out cabinet underneath the sink and inquired if staff had considered collaborating with architects for possible design elements that would reinforce the convenience for recycling. Ms. Ettlinger replied that staff has conducted several focus group and learned that a one process is not universally acceptable. Mr. Becerra added we are conducting a pilot test in Fremont where we are providing some residents with a pail for recycling and others with the pail and liner and others with different outreach messaging and will be evaluating the outcome of the pilot.

President Rood thanked Mr. Becerra and Ms. Ettlinger for the presentation.

VII. OTHER PUBLIC INPUT

There was none.

VIII. COMMUNICATIONS/MEMBER COMMENTS

IX. ADJOURNMENT

The meeting adjourned at 8:12 pm