

**APPROVED**

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

**Thursday, February 14, 2019**

**7:00 P.M.**

**San Leandro Senior Center  
13909 E. 14th Street  
Arts & Crafts Room  
San Leandro, CA 94578  
(510) 577-3462**

**I. CALL TO ORDER**

President Sarah Vared called the meeting to order at 7:03 p.m.

**II. ROLL CALL OF ATTENDANCE**

Jillian Buckholz, Recycling Programs  
Deborah Cox, ACWMA  
Nancy Deming, Environmental Educator  
Dianne Martinez, ACWMA  
John Moore, Environmental Organization  
Tianna Nourot, Solid Waste Industry Representative  
Jim Oddie, ACWMA  
Dave Sadoff, ACWMA  
Sarah Vared, Source Reduction Specialist  
Francisco Zermeño, ACWMA

**Absent:**

Bernie Camara, Recycling Materials Processing Industry

**Staff Present:**

Wendy Sommer, Executive Director  
Pat Cabrera, Administrative Services Director  
Jeff Becerra, Communications Manager  
Farand Kan, County Counsel  
Arliss Dunn, Clerk of the Board

**III. ANNOUNCEMENTS BY PRESIDENT**

President Vared welcomed Francisco Zermeño, City of Hayward, as the new WMA appointee to the Recycling Board.

**IV. OPEN PUBLIC COMMENT**

There was none.

**V. CONSENT CALENDAR**

**1. Approval of the Draft Minutes of January 10, 2019 (Jeff Becerra)**

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2. **Board Attendance Record (Jeff Becerra)**
3. **Written Report of Ex Parte Communications (Jeff Becerra)**
4. **Grants Issued Under Executive Director Signature Authority (Wendy Sommer)**

There were no public comments for the consent calendar. Board member Cox made the motion to approve the consent calendar. Board member Buckholz seconded and the motion carried 10-0:  
(Ayes: Buckholz, Cox, Deming, Martinez, Moore, Nourot, Oddie, Sadoff, Vared, Zermeño. Nays: None. Abstain: None. Absent: Camara.)

## VI. REGULAR CALENDAR

1. **Multi-Year Fiscal Forecast (Pat Cabrera)**  
This item is for information only.

Pat Cabrera provided an overview of the staff report and presented a PowerPoint presentation. A link to the report and the presentation is available here: [Fiscal-Forecast.pdf](#)

Board member Martinez inquired about the assumptions used for projecting population growth over a five year basis. Ms. Cabrera stated that population increased approximately 10% in 2010, but it has not changed much since then so we are not sure about the impacts. However, we will be looking at any increase and its impact on disposal. Ms. Cabrera added according to previous modeling, fluctuation in the economy appears to have the most noticeable impact on disposal, i.e. when the economy is good disposal is up and when the economy is bad disposal is down. Board member Zermeño inquired if the agency is looking at how the National Sword issue may impact the agency's financial position. Ms. Sommer stated that as a local agency we don't have influence on a national issue, however, we have assembled a local task force comprised of haulers around the county, StopWaste staff and member agency staff. The initial task was to focus on how to effectively message to consumers to keep recycling but to do it properly and to keep the materials clean. There doesn't appear to be any current impacts to cities for disposal, although some haulers are contacting city staff in an attempt to augment franchise agreements and assess additional fees. Ms. Sommer added she has heard from CSAC (California State Association of Counties) that there is an attempt to assemble a task force at the state level. Board member Moore inquired if we are doing messaging regarding keeping plastic out recycling. Ms. Sommer stated that it is difficult to message to consumers regarding specificity within jurisdictions as each jurisdiction has different requirements regarding which materials that they will accept. Board member Deming commented that inconsistency among what is accepted creates a daunting challenge at the school district as well. Board member Sadoff inquired if the proceeds from the NextEra Easement matched what the agency had anticipated. Ms. Cabrera stated yes. Ms. Sommer commented that the report is good news and bad news. The bad news is the increase in tonnages but the good news is revenue is stable and we are two years ahead of our goal of matching revenue to expenditures. President Vared commended staff on the accomplishment.

President Vared thanked Ms. Cabrera for her presentation.

2. **RecycleWhere? Search Tool Update (Jeff Becerra)**  
This item is for information only.

Jeff Becerra provided an overview of the staff report and presented a PowerPoint presentation. A link to the report and the presentation is available here: [RecycleWhere?-2019.pdf](#)

Board member Zermeño inquired if the new search tool will retain the RecycleWhere? name. Mr. Becerra stated that he is not sure if we will retain the name because the new tool will be broader and expand beyond simply recycling. However, the new tool will be redirected from the old site.

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Mr. Becerra stated that he provided a presentation to the P&A Committee earlier in the day and Board member Pentin recommended prioritizing curbside as most people are confused about which item goes into which bin. Board member Moore inquired as to who owns the RecycleWhere? name. Mr. Becerra stated that the tool is part of an MOU and possibly SF Environment owns the name. Board member Moore inquired about how staff obtained the breakdown of 50/50 male and female visitors to the site. Mr. Becerra stated that the data comes from Google Analytics. Board member Moore recommended including the list of definitions in the twelve discards categories contained in Measure D to the drop-down menu. Mr. Becerra stated that staff will consider including those definitions as well as survey the public and member agency staff regarding the terminology that works best for them. Board member Buckholz inquired if staff is considering using game theory to make the site fun and utilizing push notifications as an alert to engage the user. Mr. Becerra stated that staff had not considered those options but can look into it. President Vared inquired if staff had considered merging the usability of the site to other items that people are looking for, e.g. battery recycling. Mr. Becerra stated that he agrees that a mechanism such as push notifications would be helpful. Board member Martinez stated that she agrees with Board member Pentin's comments because there is confusion regarding where items should go. Board member Martinez inquired if the site can be granular to include items according to the hauler because some jurisdictions share zip codes and the site searches according to zip code. Mr. Becerra stated that staff discussed split zip codes and the user would be able to select the city as well. Board member Cox stated that there is also confusion regarding acceptance of "compostable" materials. Mr. Becerra stated that staff will need to work with the haulers to find out which haulers accept which materials so that we will not create confusion but that will take some time.

Board member Sadoff inquired about our share of cost for the current site with SF Environment in comparison to the proposed site. Mr. Becerra stated that there was a sizable up-front investment of approximately \$60,000 and the ongoing maintenance cost has decreased to \$5,000 a year. Mr. Becerra stated that the new tool should be less expensive as we have a web developer in-house with capabilities to create the tool but we may need to provide some support for him as he is our graphics designer as well. Board member Sadoff inquired about the timeline for rolling out the new tool. Mr. Becerra stated that we expect to have a workable demo to present to the Board by the end of the fiscal year and hopefully roll-out the new tool by the end of the calendar year. Mr. Becerra added although we have the capability in-house to create the tool, we may need to contract with another vendor to assist with elements such as compatibility with smart speakers. Ms. Sommer added the P&A Committee suggested being able to upload pictures and this option would prioritize curbside as opposed to the larger items. Board member Zermeno inquired if bulky items such as sofas, mattresses, etc. would be included. Mr. Becerra replied yes. Board member Deming inquired about a map for hot items such as milk cartons or compostable ware. Mr. Becerra stated that a map would work better on the web version of the tool and added we want to also be able to expand beyond Alameda County for listing vendors. President Vared inquired if the analytics can distinguish between businesses and individuals that are searching. Mr. Becerra stated it is mostly individuals that are searching. Board member Buckholz stated that there is a plethora of knowledge in the University system for people with technology skills and recommended that the agency reach out to them for possible internship opportunities. Board member Buckholz added she is using a mobile sustainability app called Joulebug that has an interactive feature called Shine that provides the organization with its own private social network and has different challenges and rewards systems, etc. President Vared suggested that due to the extent that certain businesses are using the site it would be beneficial to include information on food recovery. Mr. Becerra stated that as part of the implementation of SB 1383, food recovery is on the horizon for us but we are not sure if we can incorporate it into this particular tool or create something else but we are cognizant of this issue.

President Vared thanked Mr. Becerra for his presentation.

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### **VII. COMMUNICATIONS/MEMBER COMMENTS**

Ms. Sommer distributed a copy of the most recent agency brochure. The brochure includes highlights of the agency's accomplishments and projects and can be helpful when communicating about the agency. Board member Buckholz announced that effective December 17, 2018, the entire CSU system has a single use plastics policy. By January 1, 2019, the policy will eliminate the use of straws and carryout bags; by January 1, 2021, will eliminate single-use polystyrene, and by January 1, 2023, eliminate the use of plastic water bottles, and a reduction of 25% annually of the use of plastic water bottles. In consideration of the waste hauler, all single use plastics that are replaced will have to be reusable and locally compostable and/or recyclable. The policy is also considerate of ADA policy. Board member Cox commented that she is pleased to see that some companies are changing how they manufacture products as she noticed that some stores are carrying single use shampoo bottles that dissolve in water as well as reusable bottles.

Board member Deming announced that she is pleased to see the efforts of the Oakland School Board to advance environmental policies as they recently passed an update to the Climate Literacy Plan as well as Living School Yards.

### **VIII. ADJOURNMENT**

The meeting adjourned at 7:47 p.m.