

**Planning Committee/
Recycling Board Members**

Deborah Cox, **President**
ACWMA

Francisco Zermeno, **2nd Vice President**
ACWMA

Bob Carling, ACWMA

Lillian Carrell, Recycling Materials Processing Industry

Eric Havel, Environmental Educator

Darby Hoover, Environmental Organization

Dan Kalb, ACWMA

Laura McKaughan, Source Reduction Specialist

Tianna Nourot, Solid Waste Industry Representative

Dave Sadoff, ACWMA

Recycling Programs, Vacant

Wendy Sommer, Executive Director

AMENDED AGENDA

**MEETING OF THE
PLANNING COMMITTEE
AND**

ALAMEDA COUNTY RECYCLING BOARD

Thursday, October 8, 2020

4:00 P.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 847 0111 7813
2. Using the [Zoom](#) website or App and entering meeting code 847 0111 7813

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 noon, Thursday, October 8, 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

I. CALL TO ORDER

II. ROLL CALL OF ATTENDANCE

III. ANNOUNCEMENTS BY PRESIDENT

IV. OPEN PUBLIC COMMENT

An opportunity is provided for any member of the public wishing to speak on any matter within the jurisdiction of the Board, but not listed on the agenda. Each speaker is limited to three minutes.

Page V. CONSENT CALENDAR

- 1 1. Approval of the Draft Minutes of September 10, 2020 (Jeff Becerra)**
- 5 2. Board Attendance Record (Jeff Becerra)**
- 7 3. Written Report of Ex Parte Communications (Jeff Becerra)**
- 9 4. Grants Issued Under Executive Director Signature Authority (Wendy Sommer)**

VI. REGULAR CALENDAR

- 11 1. Election of First Vice President for 2020 (Arliss Dunn)**
Elect a First Vice President for the remainder of 2020.
- 13 2. City of Newark Expenditure Plan for Accumulated Measure D Funds (Meri Soll)**
Staff recommends that the Recycling Board approve the Expenditure Plan submitted by the City of Newark and find that Newark is eligible to continue receiving its quarterly per capita disbursements from the Recycling Fund through June 30, 2022, while it spends its Measure D funds according to the latest Expenditure Plan.
- 29 3. 2020 Legislative Year in Review (Jeff Becerra)**
This item is for information only.
- 33 4. Program Evaluation Update (Meghan Starkey)**
This item is for information only.

VII. MEMBER COMMENTS AND COMMUNICATIONS FROM THE EXECUTIVE DIRECTOR

VIII. ADJOURNMENT

DRAFT

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

Thursday, September 10, 2020

7:00 P.M.

TELECONFERENCE MEETING

I. CALL TO ORDER

President Deborah Cox called the meeting to order at 7:00 p.m. Wendy Sommer explained the process that would be utilized during the meeting. A link to the process is available here: [Virtual-Meetings-Instructions](#)

II. ROLL CALL OF ATTENDANCE

Jillian Buckholz, Recycling Programs
Bob Carling, ACWMA
Lillian Carrell, Recycling Materials Processing Industry
Deborah Cox, ACWMA
Eric Havel, Environmental Educator
Darby Hoover, Environmental Organization
Dan Kalb, ACWMA
Laura McKaughan, Source Reduction Specialist
Tianna Nourot, Solid Waste Industry Representative
Dave Sadoff, ACWMA
Francisco Zermeño, ACWMA

Staff Present:

Wendy Sommer, Executive Director
Timothy Burroughs, Deputy 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
Farand Kan, Deputy County Counsel

Others Participating:

Sarah LaRock, Waste Management, Inc.

III. ANNOUNCEMENTS BY THE PRESIDENT

President Cox commended Board member Hoover on a wonderful article that appeared in Waste 360. The article focused on Women Leaders in Waste and included an interview with Board member

DRAFT

Hoover that highlighted her accomplishments in the area of waste prevention. A copy of the article was included in the board packet.

IV. OPEN PUBLIC COMMENT

There were no public comments on the remote call and there were no public comments received in the public comment email portal.

V. CONSENT CALENDAR

1. Approval of the Draft PC & RB Minutes of August 13, 2020 (Jeff Becerra)

2. Board Attendance Record (Jeff Becerra)

3. Written Report of Ex Parte Communications (Jeff Becerra)

There were no public comments for the consent calendar. Board member Buckholz made the motion to approve the consent calendar. Board member Zermeño seconded and the motion carried 11-0: (Ayes: Buckholz, Carling, Carrell, Cox, Havel, Hoover, Kalb, McKaughan, Nourot, Sadoff, Zermeño. Nays: None. Abstain: None. Absent: None)

VI. REGULAR CALENDAR

1. 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 Carling inquired about the project in Fremont and about the amount of compost that was applied. Mr. Probert stated that Fremont Leaf is using their own compost as well and we were only able to calculate the amount of carbon that was in the compost that we donated to them. Mr. Probert added, we measured approximately 13 tons of carbon between 2018 and 2020, and we roughly calculated that three tons of carbon came directly from the compost. We are hoping that the other 10 tons of carbon came from other compost that they are using. Board member Carling asked about the number of spots used to obtain the sample size. Mr. Probert stated that we take nine samples from three different depths in three different locations. Board member McKaughan commented that the most exhaustive information that she has received is from the Marin Carbon Project that states that even a quarter of an inch application of compost can last until perpetuity which will provide significant environmental benefits especially in light of SB1383 requirements. Board member McKaughan inquired about information regarding engaging communities with climate action plans. Mr. Probert stated that when we host events we wrap up the sessions by providing information regarding the particular cities' climate action plans. Board member Hoover stated that she is excited to see that the tool kits are currently available and inquired about when the other materials will become

DRAFT

available. Mr. Probert stated that they will be hosting a webinar on September 26 and the activity guide and the curriculum will be available prior to the webinar. Board member Zermeño stated that he will work on getting a partnership with the City of Hayward and he is pleased to see that the materials are translated into Spanish and encouraged staff to also include materials in Tagalog. Ms. Nader stated that staff was planning to work with the City of Hayward with their revamped community garden but COVID interrupted those plans. However, staff is still looking forward to working with them. Board member Carrell inquired if any of the urban farms have livestock and if so, are there measures implemented to address methane emissions. Mr. Probert stated that we do not currently work with farms that have livestock. President Cox inquired if the process can be used on local parks and residential lawns. Mr. Probert stated yes, the messaging that we are trying to convey is that farms, home gardens, and turf fields can utilize all of the practices. President Cox stated that the term urban farms may be confusing and encouraged staff to educate the public that this process can be used for residential projects. President Cox added she would be pleased to see the program engaged with the City of San Leandro and would be happy to connect agency staff with Dr. Mok, Sustainability Manager at the City of San Leandro.

There were no public comments on this item. President Cox thanked Mr. Probert and Ms. Nader for an informative presentation.

2. 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](#)

Board member Zermeño commended Mr. Aguilar on his presentation and inquired about the planning for Earth Day. Ms. Vergara stated that the Earth Day celebration will be focused on incorporating and highlighting youth activism and resiliency. Board member McKaughan commented that she was touched by Mr. Aguilar's presentation and especially in integrating his family. Board member McKaughan inquired about how adults can become involved and support the "We are the Regeneration movement." Ms. Sommer clarified that the "We are the Regeneration" movement is not based on age but focuses on the actions that we promote; reduce, reuse, recycle, regenerate, etc. Ms. Vergara added it is an intergenerational movement that is growing and we now have best practices for how 5th grade teachers are using it versus high school. Board member Havel inquired if there is consideration for the schools sites being the model places for practicing hyperlocal composting and growing sustainable food in this food insecure era. Ms. Nader stated that we are always looking for opportunities for leveraging and building relationships with organizations to benefit from and promote our programs. Ms. Nader added, some of the farms that we are working with have a connection to the schools. However, we can have a role in providing some of the knowledge around composting. Ms. Vergara added staff is currently working with Dr. Mok via StopWaste Teacher Champion and AP Environmental Science teacher, Marc Gordon. Mr. Gordon has been working with his San Leandro High School Eco-Club students this past summer. For two years, his Eco-Club has wanted to create a school food garden, and has the support of his school leadership. Mr. Gordon is helping the StopWaste Schools team to revise their Bay-Friendly Schoolyard Curriculum to align with the agency's healthy soils to carbon farming initiatives and to be available online, which includes using regenerative permaculture elements in garden design activities. The club's hope is that his piloting the curriculum will help his students mentor Bancroft Middle School students who are working with Hoi-Fei Mok, City

DRAFT

of San Leandro's Sustainability Director, on school garden design during COVID19. President Cox thanked Ms. Vergara, Ms. Conway, and Mr. Aguilar for an excellent report and commended staff for keeping the students engaged during COVID-19.

Sarah LaRock, Waste Management, Inc. provided public comment regarding a curriculum that Waste Management is developing for high school students focusing on the “why” of recycling. Waste Management is working with the Oakland Student Ambassadors through Oaktown Proud and stated that she would be happy to receive any feedback from StopWaste staff on appropriate materials and resources.

VII. MEMBER COMMENTS AND COMMUNICATIONS FROM THE EXECUTIVE DIRECTOR

Board member Buckholz announced that she would be moving out of Alameda County and this would be her final meeting on the Recycling Board. Ms. Buckholz stated that she enjoyed serving on the Recycling Board and stated that she will continue in her role at Cal State East Bay and will continue to be involved with StopWaste. President Cox thanked Board member Buckholz for her contributions during her tenure on the Board. Ms. Sommer thanked Board member Buckholz for her enthusiasm and for sharing her expertise and look forward to continuing our partnership with her through her role at Cal State East Bay. Ms. Sommer added we would send her the customary recycled glass bowl.

VIII. ADJOURNMENT

The meeting adjourned at 8:30 p.m.

2020 - ALAMEDA COUNTY RECYCLING BOARD ATTENDANCE

	J	F	M	A	M	J	J	A	S	O	N	D
REGULAR MEMBERS												
J. Buckholz	X	X	X	X	X	X	X	X	X			
B. Camara	X	X	X	X	X	X						
B. Carling	X	X	X	X	X	X	X	X	X			
L. Carrell							X	X	X			
D. Cox	X	X	X	X	X	X	X	X	X			
E. Havel						X	X	X	X			
D. Hoover	X	X	X	X	X	X	X	X	X			
D. Kalb							X	X	X			
L. McKaughan			X	X	X	A	X	X	X			
T. Nourot	A	X	X	X	X	X	A	X	X			
J. Oddie	X	X	X	X	X	X						
D. Sadoff	X	X	X	X	X	X	X	X	X			
F. Zermeño	X	X	X	X	X	X	X	X	X			
INTERIM APPOINTEES												

Measure D: Subsection 64.130, F: Recycling Board members shall attend at least three fourths (3/4) of the regular meetings within a given calendar year. At such time, as a member has been absent from more than one fourth (1/4) of the regular meetings in a calendar year, or from two (2) consecutive such meetings, her or his seat on the Recycling Board shall be considered vacant.

X=Attended

A=Absent

I=Absent - Interim Appointed

This page intentionally left blank

DATE: October 8, 2020
TO: Recycling Board
FROM: Jeff Becerra, Communications Manager
SUBJECT: Written Reports of Ex Parte Communications

BACKGROUND

Section 64.130 (Q)(1)(b) of the Alameda County Charter requires that full written disclosure of ex parte communications be entered in the Recycling Board's official record. At the June 19, 1991 meeting of the Recycling Board, the Board approved the recommendation of Legal Counsel that such reports be placed on the consent calendar as a way of entering them into the Board's official record. The Board at that time also requested that staff develop a standard form for the reporting of such communications. A standard form for the reporting of ex parte communications has since been developed and distributed to Board members.

At the December 9, 1999 meeting of the Recycling Board, the Board adopted the following language:

Ex parte communication report forms should be submitted only for ex parte communications that are made after the matter has been put on the Recycling Board's agenda, giving as much public notice as possible.

Per the previously adopted policy, all such reports received will be placed on the consent calendar of the next regularly scheduled Recycling Board meeting.

This page intentionally left blank

Date: October 8, 2020

TO: Recycling Board

FROM: Wendy Sommer, Executive Director

SUBJECT: Grants Issued Under Executive Director Signature Authority

SUMMARY

The purchasing and grant policies were amended to simplify paperwork and Board agendas by giving the Executive Director authority to sign contracts and grant agreements less than \$50,000. A condition of the grant policy is that staff informs the Board of recently issued grants.

Grants: August - September 2020

PROJECT NAME	GRANT RECIPIENT	PROJECT TYPE/DESCRIPTION	LOCATION	VERIFICATION	GRANT AMOUNT	BOARD
Food Waste Reduction Community Outreach Grant	St. Columba Catholic Church	St. Columba, in partnership with St. Benedict will engage and educate their members on tools for reducing wasted food and using reusables for shopping, storage and eating. The green team also will add a cooking demo and veggie gardening class later in the spring.	Oakland	September	\$10,000	RB
Food Waste Reduction Community Outreach Grant	Oakstop Alliance	Oakstop utilizes two work spaces to support black artists and engage Oakland youth, as well as support food distribution for OUSD and Meals on Wheels. They will partner with City Slicker Farms to educate their members and Oakland residents about getting the most out of their food, particularly creative reuse of leftovers.	Oakland	August	\$10,000	RB

This page intentionally left blank



DATE: October 8, 2020

TO: Alameda County Source Reduction and Recycling Board

FROM: Arliss Dunn, Clerk of the Board

SUBJECT: Election of First Vice President for 2020

SUMMARY

The Recycling Board needs to elect a new First Vice President to replace Jillian Buckholz, who has resigned and vacated her seat on the Recycling Board.

DISCUSSION

The Rules of Procedure call for election of officers in December for the next calendar year, "...or such other time as the Board may decide when an officer departs the Board." The Board's past practice has also been to alternate WMA and Board of Supervisors appointees for each position; that is, if the President is a WMA appointee then the First Vice President would be a citizen expert appointed by the Board of Supervisors and the Second Vice President would be a WMA appointee. Currently, Deborah Cox (WMA) is President and Francisco Zermeño is Second Vice President. The Board is not obligated to follow past practice.

RECOMMENDATION

Elect a First Vice President for the remainder of 2020.

This page intentionally left blank

DATE: October 8, 2020

TO: Recycling Board

FROM: Meri Soll, Senior Program Manager

SUBJECT: City of Newark Expenditure Plan for Accumulated Measure D Funds

SUMMARY

The Recycling Board has adopted rules for municipal eligibility to receive further disbursements of Measure D revenues once a specified unspent fund balance threshold is exceeded. The municipality must submit, and the Recycling Board must approve, an expenditure plan explaining how the accumulated funds will be spent down below the threshold, before the municipality will be eligible to receive further Measure D per capita monies. The City of Newark reported an unspent fund balance at the end of FY 19-20 that exceeds the current policy threshold, and has submitted the attached expenditure plan for FY 20-21 and 21-22 for Board consideration. Staff recommends Recycling Board approval of the expenditure plan.

DISCUSSION

The County Charter (Measure D) directs that 50% of Recycling Fund revenues (from the \$8.23 per ton landfill surcharge) "...shall be disbursed on a per capita basis to municipalities for the continuation and expansion of municipal recycling programs." (Subsection 64.060(B)(1)).

In 2006 the Recycling Board adopted Resolution #RB 2006-12 establishing rules for municipal accounting of Measure D revenues and expenditures, and eligibility to receive further disbursements when a specified unspent fund balance threshold is exceeded. In November 2014, the Recycling Board adopted Resolution #RB 2014-2 (Attachment A) revising the threshold for unspent fund balances. The purpose of this policy is to encourage the use of Measure D funds to help achieve countywide waste reduction goals, and to discourage stockpiling funds with no clear plan for their future application. Specifically, the policy states:

Any municipality receiving per capita disbursements of Recycling Fund monies under the Alameda County Waste Reduction and Recycling Act, Section 64.060, shall present to the Board for its approval a written expenditure plan if, at the end of any fiscal year, that municipality has an unspent balance of such monies that exceeds the amount of \$8.00 (eight dollars) multiplied by the population basis used for the first quarterly disbursement of that fiscal year.

If the municipality fails to provide that written plan or the Board does not approve that plan, the municipality shall be ineligible to receive further disbursements per Section 64.060. The municipality shall not be eligible for further disbursements until the required plan is submitted and approved by the Board, and all such forfeited monies shall be disbursed to the remaining eligible municipalities on per capita basis.

In 2016, the Recycling Board reviewed and approved the City of Newark's expenditure (Attachment B) plans for FY 16-17 and 17-18 as the City had exceeded the allowable threshold by \$63,686 at the end of FY 15-16. At that time, Newark had planned to utilize their accumulated Measure D funds to help "buy down" the costs of implementing new organics collection services under their franchise agreement with Republic. However, language in the contract made the use of Measure D funds ineligible and thus the City needed to develop an expenditure plan to identify ways to bring their Measure D fund balance below the allowable threshold at the end of FY 17-18.

At the end of FY 17-18 the City reported an unspent fund balance as of \$564,147, which exceeded their threshold allowance by \$206,283. The City was unable to meet the goals set forth in the FY 16-17 and FY 17-18 expenditure plan due to their inability to utilize the entirety of a consultant's contract to conclude the City's long-term diversion planning. Per Measure D requirements, the City submitted a second expenditure plan (Attachment C) showing how they intended to spend down their Measure D fund balance below their threshold by June 30, 2020.

The City of Newark's second plan proposed spending down their fund balance of \$564,147 to below the allowable threshold of \$357,864 by the end of FY 19-20 through one-time expenditures on their new civic campus and ongoing expenses for Measure D activities. Attachment C identifies these expenditures and Attachment D includes details on allowable Measure D expenditures for sustainable landscaping and building.

As of June 30, 2020 the City has not been able to spend down their fund balance to below the allowable threshold for a variety of reasons, which are detailed in their expenditure plan (Attachment E) for Fiscal Years 20-21 and 21-22. In summary, the City has been unable to spend down their large fund balance currently estimated at \$620,119; which is \$228,391 above the allowable threshold. The expenditure plan and report submitted by the City explains the balance remains above the threshold as large one-time expenditures for the city's new Civic Center project, including LEED certification, Bay Friendly Landscaping rating and recycled content furniture and furnishings, did not occur in FY 19-20 as intended; these expenditures are now projected to occur in the upcoming next two fiscal years. In addition, the release and execution of a large \$250,000 SB 1383 planning and implementation consultant contract is planned over the next two fiscal years, which will bring down the balance below the city's current allowable threshold of \$391,728.

In evaluating a municipality's proposed expenditure plan, the Board shall consider the following:

- The proposed specific use(s) of the remaining balance and future disbursements.
- The proposed length of time, or schedule over which disbursed funds or fund balances would be used.
- The scope or amount of funds proposed to be expended over the term of the plan.
- The extent to which the plan is designed to meet or promote the provisions, goals or policies of the Act including but not limited to timely expenditure of the funds "for the continuation and expansion of municipal recycling programs."

- Any other objective and reasonable factors that may be presented by the municipality to support its contention that its proposed plan meets or promotes the provisions, goals or policies of the Act.

RECOMMENDATION

Staff recommends that the Recycling Board approve the Expenditure Plan submitted by the City of Newark and find that Newark is eligible to continue receiving its quarterly per capita disbursements from the Recycling Fund through June 30, 2022, while it spends its Measure D funds according to the latest Expenditure Plan.

Attachments:

Attachment A – Recycling Board Resolution #2014-2

Attachment B – City of Newark FY 2016-17 – 2017-18 Measure D Expenditure Plan

Attachment C – City of Newark FY 2018-19 – 2019-20 Measure D Expenditure Plan

Attachment D – Measure D Funding for Sustainable Landscapes and Buildings

Attachment E – City of Newark FY 2020-21 – 2021-22 Measure D Expenditure Plan

ATTACHMENT A

ALAMEDA COUNTY SOURCE REDUCTION AND RECYCLING BOARD

RESOLUTION #RB 2014-2

MOVED: Wozniak

SECONDED: Sherman

AT THE MEETING HELD NOVEMBER 13, 2014

REVISION OF RECYCLING BOARD RESOLUTION #RB 2006-12 REGARDING FUND BALANCES OF RECYCLING FUND PER CAPITA ALLOCATIONS

WHEREAS, the Alameda County Charter Section 64 (the Alameda County Waste Reduction and Recycling Act of 1990, hereinafter the "Act") states that "The Recycling Board shall formulate rules for its own procedures and other rules as necessary to facilitate the implementation of the provisions of this Act," (Subsection 64.130(J)); and

WHEREAS, the Act states that fifty percent of the monies from the Recycling Fund shall be disbursed on a per capita basis to municipalities for the continuation and expansion of municipal recycling programs (Subsection 64.060 (B)(1)); and

WHEREAS, on November 9, 2006 the Recycling Board adopted Resolution #RB 2006-12, including the following:

Rule 2: Any municipality receiving per capita disbursements of Recycling Fund monies under the Alameda County Waste Reduction and Recycling Act, Section 64.060, shall present to the Board for its approval a written expenditure plan if, at the end of any fiscal year, that municipality has an unspent balance of such monies that exceeds the sum of the municipality's last eight quarterly Recycling Fund per capita disbursements.

If the municipality fails to provide that written plan or the Board does not approve that plan, the municipality shall be ineligible to receive further disbursements per Section 64.060. The municipality shall not be eligible for further disbursements until the required plan is submitted and approved by the Board and all such forfeited monies shall be disbursed to the remaining eligible municipalities on a per capita basis.

In evaluating a municipality's proposed expenditure plan, the Board shall consider the following:

- The proposed specific use(s) of the remaining balance and future disbursements.
- The proposed length of time, or schedule over which disbursed funds or fund balances would be used.
- The scope or amount of funds proposed to be expended over the term of the plan.
- The extent to which the plan is designed to meet or promote the provisions, goals or policies of the Act including but not limited to timely expenditure of the funds "for the continuation and expansion of municipal recycling programs."
- Any other objective and reasonable factors that may be presented by the municipality to support its contention that its proposed plan meets or promotes the provisions, goals or policies of the Act.

These proposed rules shall take effect July 1, 2007. Rule 2 will be applied to the Measure D Annual Reports submitted after the end of FY 07/08 and each year thereafter.

And **WHEREAS**, the absolute dollar amount and the per capita amount of Recycling Fund municipal allocations have declined significantly since 2006, resulting in a declining threshold represented by the sum of the last eight quarterly Recycling Fund per capita disbursements, and

WHEREAS, municipalities have requested that the Recycling Board revise the “Rule 2” policy to increase the threshold of unspent per capita allocations that triggers the requirement for an approved Expenditure Plan or ineligibility to receive further disbursements,

NOW THEREFORE, BE IT RESOLVED, that the Alameda County Source Reduction and Recycling Board hereby revises and replaces “Rule 2” from Resolution #RB 2006-12 with the following:

Rule 2: Any municipality receiving per capita disbursements of Recycling Fund monies under the Alameda County Waste Reduction and Recycling Act, Section 64.060, shall present to the Board for its approval a written expenditure plan if, at the end of any fiscal year, that municipality has an unspent balance of such monies that exceeds the amount of \$8.00 (eight dollars) multiplied by the population basis used for the first quarterly disbursement of that fiscal year.

If the municipality fails to provide that written plan or the Board does not approve that plan, the municipality shall be ineligible to receive further disbursements per Section 64.060. The municipality shall not be eligible for further disbursements until the required plan is submitted and approved by the Board and all such forfeited monies shall be disbursed to the remaining eligible municipalities on a per capita basis.

In evaluating a municipality’s proposed expenditure plan, the Board shall consider the following:

- The proposed specific use(s) of the remaining balance and future disbursements.
- The proposed length of time, or schedule over which disbursed funds or fund balances would be used.
- The scope or amount of funds proposed to be expended over the term of the plan.
- The extent to which the plan is designed to meet or promote the provisions, goals or policies of the Act including but not limited to timely expenditure of the funds “for the continuation and expansion of municipal recycling programs.”
- Any other objective and reasonable factors that may be presented by the municipality to support its contention that its proposed plan meets or promotes the provisions, goals or policies of the Act.

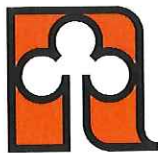
Rule 2 will be applied to the Measure D Annual Reports submitted after the end of FY 13/14 and each year thereafter.

Passed and adopted this 13th day of November, 2014 by the following vote:

AYES:	Jones, Natarajan, O’Donnell, Peltz, Pentin, Sherman, Tao, Wozniak
NOES:	None
ABSTAIN:	None
ABSENT:	Ellis, Kirschenheuter, Stein



Gary Wolff, Executive Director



CITY OF NEWARK, CALIFORNIA

37101 Newark Boulevard Newark, California 94560-3796 (510) 578-4000 FAX (510) 578-4306

November 23, 2016

Wendy Sommer
Executive Director
StopWaste
1537 Webster St.
Oakland, CA 94612

RE: FY 2016-2017 and FY 2017-2018 Measure D Expenditure Plan

Dear Ms. Sommer:

This letter of intent serves as the City of Newark's Measure D Expenditure Plan for the two year period beginning July 1, 2016, through June 30, 2018 (FY 16/17 and FY 17/18), and is submitted in accordance with Rule 2 of the Alameda County Source Reduction and Recycling Board Resolution #RB 2014-2. Rule 2 limits any agency's Measure D fund balance to not exceed the amount of \$8.00 (eight dollars) multiplied by the population basis used for the first quarterly disbursement of that fiscal year. If this amount is exceeded, the agency must submit an Expenditure Plan and their Measure D funds are temporarily suspended until the Expenditure Plan is approved.

For the past several years, the City of Newark has conservatively expended Measure D funds with the intent to use a majority of the funds to assist with the roll out of a new commercial organics program. Recently, the City was informed that the funds may not be used in that manner. In light of this new information, the City now intends to solicit a consultant to assist in the preparation of a long-term diversion plan, assist in reviewing the calculations and concepts in the commercial organic proposal and perform an audit on the material reports provided by the City's hauler.

While expenditures were conservative, Measure D funds were expended on partially funding a Recycling Assistant staff position; replacing all single-stream waste containers at a high foot traffic facility with new three-stream recycling containers to capture more material from being sent to the landfill; and donations to increase the recycling efforts at numerous Chamber of Commerce related events.

At this point, the City of Newark's Measure D fund balance has grown to exceed the allowable balance by \$63,686.

In the coming two Fiscal Years (FY 16/17 and FY 17/18), while continuing to pay for a portion of the Recycling Assistant position, the City of Newark also anticipates spending up to \$75,000 in the first year for the diversion plan and an amount as recommended in the plan for the second year.

Thank you for your consideration of Newark's Expenditure Plan. If you have any questions regarding the Expenditure Plan, please contact Administrative Services Director Susie Woodstock at susie.woodstock@newark.org or at (510) 578-4804.

Sincerely,

A handwritten signature in dark ink, appearing to read "John Becker", with a long, sweeping horizontal stroke extending to the right.

John Becker
City Manager



CITY OF NEWARK, CALIFORNIA

37101 Newark Boulevard • Newark, California 94560 • (510) 578-4000 • FAX (510) 578-4306

December 19, 2018

Ms. Wendy Sommer
Executive Director
StopWaste
1537 Webster Street
Oakland, CA 94612

Re: City of Newark Measure D Expenditure Plan for Fiscal Years 2018-2019 and 2019-2020

Dear Ms. Sommer:

The City of Newark's Measure D fund balance has exceeded the allowable balance as established by Rule 2 of the Alameda County Source Reduction and Recycling Board Resolution #2014-2. As a result, the City of Newark is submitting this Measure D Expenditure Plan for fiscal years 2018-2019 and 2019-2020, for the Board's consideration.

Rule 2 establishes the formula for calculating the Measure D threshold for unspent funds ($\$8 \times \text{population} = \text{threshold}$). Using this formula, the threshold for Newark in fiscal year 2018-2019 is \$379,736 ($\$8 \times 47,467$). For several years, Newark's balance was intentionally established for the purpose of using the funds to implement the new commercial organics collection program that began last year. However, before the City was able to use the funds for this purpose, it was determined that language in the contract between the City and the City's franchise hauler made the use of Measure D funds ineligible.

As a result, the City instead hired a consultant to assist in the preparation of a long-term diversion plan, assist in the review of calculations and concepts in the commercial organic proposal, and perform an audit on the material reports provided by the City's hauler. Newark's City Council has approved the long-term diversion plan and the City has extended the consultant's contract to implement the first phase of the plan. Despite these efforts, the City's balance remains above the threshold.

Recently, City of Newark staff have been coordinating with StopWaste staff to further discuss potential uses of Newark's Measure D funds. After identifying eligible Measure D expenses, Newark proposes the following two-year expenditure plan:


Fiscal Year 2018-2019	
Approximate Measure D Fund Balance	\$564,147
Estimated Measure D Funds Received	\$150,000
Estimated Interest Earned	\$4,000
TOTAL Measure D Balance =	\$718,147
Ongoing/Annual Expenditures	
Newark Staff Salary (time spent on Measure D)	\$32,000 annually
Promotional/outreach items	\$15,000 annually
Measure D/Bay Friendly Trainings	\$500 annually
One-Time Projects	
Consultant (implementation of long-term diversion plan – remainder for current contract)	\$135,000
Green Halo online waste management software system (initial set-up fees and fees for first year)	\$6,000
Skate Park, Artificial Turf Fields, and Dog Park Recycled Content Furniture (such as benches, picnic tables, and discard receptacles)	\$60,000
Three-Stream Receptacles for Police	\$3,700
TOTAL Proposed Expenditures =	\$252,200
Measure D Balance - Proposed Expenditures \$718,147 - \$252,200 =	\$465,947

Fiscal Year 2019-2020	
Approximate Measure D Fund Balance	\$465,947
Estimated Measure D Funds Received	\$150,000
Estimated Interest Earned	\$4,000
TOTAL Measure D Balance =	\$619,947
Ongoing/Annual Expenditures	
Newark Staff Salary (time spent on Measure D)	\$40,000 annually
Green Halo online waste management software system	\$3,000 annually
Measure D/Bay Friendly Trainings	\$500 annually
Promotional/outreach items	\$15,000 annually
One-Time Projects	
Consultant for Cost-Based Analysis Rate Review	\$30,000
New Civic Center LEED Certification (Silver)	\$50,000
New Civic Center Bay Friendly Landscaping	\$100,000
New Civic Center Recycled Content Furniture/Furnishings (carpet tiles, office chairs, etc.)	\$150,000
TOTAL =	\$388,500
Measure D Balance - Proposed Expenditures \$619,947 - \$388,500 =	\$231,447

At the end of this two-year period, the anticipated Measure D balance of \$231,447 will be below the unspent funds threshold. City of Newark staff anticipates that a portion of this balance will be used for implementation of Senate Bill 1383 (which establishes targets to achieve a 50 percent reduction in the level of the statewide disposal of organic waste from the 2014 level by 2020 and a 75 percent reduction by 2025).

Thank you for your consideration of the City of Newark's Expenditure Plan for fiscal years 2018-2019 and 2019-2020. If you have any questions regarding this Expenditure Plan, please contact Administrative Analyst Myvan Khuu-Seeman at myvan.khuu-seeman@newark.org or (510) 578-4290.

Sincerely,

A handwritten signature in dark ink, appearing to read "John Becker", with a long, sweeping horizontal stroke extending to the right.

John Becker
City Manager



Measure D Funding Priorities

Partial listing of eligible items for Measure D reimbursement relating to the new civic campus buildings/ landscapes in the City of Newark.

Sustainable Landscapes

1. Bay-Friendly Rated Landscapes (BFL).

Two tiers of funding based on the size of the Rated landscape.

- For landscapes under an acre and at least 5,000 sq. ft. – \$50,000 of Measure D funds
- For landscapes an acre or greater – \$100,000 of Measure D funds
- Measure D Funds should not exceed the cost of the project
 - Landscape recognized as Bay Friendly Rated Landscape with [ReScape CA](#)
 - The project hired a [Bay-Friendly Rater](#) (as qualified by ReScape CA) ideally in the design phase or earlier.
 - The project applied for and received [Bay-Friendly Rated Landscape Technical Assistance](#) through StopWaste
 - It is recommended that the project landscape architect be a [Bay-Friendly Qualified Landscape Professional](#)

2. Civic lawn conversions to low water landscapes using sheet mulch.

For lawn conversions >10,000 sq. ft., \$25,000 of Measure D funds for projects that meet the StopWaste Lawn to Landscape Checklist requirements.

- #### **3. Buying Recycled Compost and Mulch**
- cover 100% of cost of materials, transportation and labor to install local and recycled compost and recycled mulch. Visit lawntogarden.org marketplace for resources on eligible mulch and compost products.
- #### **4. Recycled Content or Salvage Landscape Materials**
- cover complete cost for recycled content or salvaged landscape items.
- #### **5. Sending staff to Bay-Friendly Professional Landscape Trainings**
- Staff time/labor costs and registration fees covered by Measure D.
- #### **6. Pay 50% of a WELO enforcement contractor fees**
- contractor (or staff position) hired by city to ensure WELO requirements, including compost and mulch use, are enforced.

Sustainable Buildings

7. USGBC LEED Certified Buildings

Project must be greater than 50,000 sq. ft. of conditioned space to receive \$50,000 of Measure D funds to offset the costs to certify building(s) with the USGBC LEED program.

- The project must be registered and certified (minimum Silver Rating) with [USGBC LEED](#)
- The project must complete the following waste diversion/reuse credits:
 - [Building Reuse](#): if applicable, building reuse required through credit Option 1, 2 or 3.
 - [Sourcing](#): credit Option 2 required, purchasing salvaged and recycled content products
 - [C&D](#): Project must attain a 75% C&D material diversion rate
 - [RCI Pilot Credit 87](#): Project must utilize 3rd Party Mixed C&D Certified Facility (facility list available at [Recycling Certification Institute](#))

8. Cradle to Cradle Certified Products (C2Certified)

- Purchase and utilize products found in [Cradle to Cradle Certified Products Registry](#) under the following categories:
 - i. Building Supply and Materials
 - ii. Interior Design and Furniture (Roll carpet excluded)

A maximum of \$100,000 per product type will be eligible for Measure D reimbursement to align with the intent of Measure D funding.

9. Deconstruction Activities

The City may want to consider deconstruction prior to demolition – a simple first step would be to conduct a building survey with a qualified deconstruction contractor to assess potential reuse opportunities. Please review deconstruction resources at - <http://www.stopwaste.org/recycling/deconstruction>

Measure D Funds may be used to offset the costs to implement deconstruction and reuse activities up to \$100,000. Submittal of documentation from the deconstruction contractor regarding material recovery quantities and costs associated with deconstruction activities required.



CITY OF NEWARK

37101 Newark Boulevard, Newark, CA 94560

www.newark.org

September 28, 2020

Ms. Wendy Sommer
Executive Director
StopWaste
1537 Webster Street
Oakland, CA 94612

RE: CITY OF NEWARK MEASURE D EXPENDITURE PLAN FOR FISCAL YEARS 2020-2021 AND 2021-2022

Dear Ms. Sommer:

The City of Newark's Measure D fund balance has exceeded the allowable balance as established by Rule 2 of the Alameda County Source Reduction and Recycling Board Resolution #2014-2. As a result, the City of Newark is submitting this additional Measure D Expenditure Plan for fiscal years 2020-2021 and 2021-2022, for the Board's consideration.

The City of Newark submitted its most recent Measure D Expenditure Plan for Fiscal Years 2018-19 and 2019-20 in December 2018. Based on that expenditure plan, the City estimated an expenditure of \$252,200 in fiscal year 2018-2019. Actual expenses from the fiscal year resulted in only \$126,216.94 in expenditures as follows:

Employee Salaries	\$ 40,609.33
Mileage and Parking	\$ 333.05
Compost Pails and Organic Stickers	\$ 7,421.30
Landfill/Recycling/Organics Bins	\$ 8,323.17
Consultant Services	\$ 69,530.09
Total Expenditures 2018-19	\$126,216.94

The difference in planned and actual expenditures for 2018-2019 in the amount of \$125,783.06 was due in large part to the timing of planned expenditures for various park furniture items associated with capital improvement projects. These expenditures occurred at the beginning of fiscal year 2019-2020

instead of the end of fiscal year 2018-2019, which accounts for \$77,474.19 in funds. Additionally, the City was not able to utilize the planned consultant services, but is continuing to work closely with Abbe & Associates to implement the long-term diversion plan. This work will continue into fiscal year 2019-2020.

For fiscal year 2019-20, the City projected \$388,500 in expenditures, but expended a total of \$118,060.47 as follows:

Employee Salaries	\$ 21,333.44
Mileage and Parking	\$ 12.00
Recycled Content Park Furniture	\$ 77,474.19
Metal Straws, etc. for Community Events	\$ 1,821.25
Consultant Services	\$ 17,419.59
Total Expenditures 2019-20	\$118,060.47

The major components of the unspent funds for fiscal year 2019-20 are related to the City's New Civic Center project. The City projected \$300,000 in expenditures for LEED Certification, Bay Friendly Landscaping improvements, and the purchase of Recycled Content Furniture and Furnishings for the project. This project includes construction of a new City Hall, a new Police Department building, and a new Library. The City Hall and Police Department buildings are scheduled to be occupied in February-March 2021 and the Library will follow two months later. All site work, including landscaping, is scheduled to be completed in August 2021. While the City's project remains on schedule, the actual expenditure of funding for these specific items will be towards the latter stages of the project. As noted in the following tables, the City is projecting that the Recycled Content Furniture and Furnishings will be purchased and installed during this 2020-2021 fiscal year and that the LEED Certification and Bay-Friendly landscaping will be finalized in early 2021-2022.

There are several other factors that limited the City's expenditure of Measure D funding in fiscal year 2019-2020. Employee salary expenditures were reduced because the analyst overseeing the solid waste management program left the City at the end of February 2020. This was immediately followed by the COVID-19 pandemic and Shelter-in-Place Orders which resulted in reduced consultant activity related to school and community event functions. An additional critical impact is that the City implemented a hiring freeze in response to significant revenue reductions in other areas. Measure D program management functions will reside with the Public Works Director and Public Works Administrative Analyst.

The City of Newark does intend to allocate significant funding towards a consultant to assist staff in a lead role with SB1383 planning and implementation. A Request for Proposals is being prepared for this purpose and will be released by the end of October. We are projecting this effort will utilize approximately \$250,000 over the next two fiscal years, with \$80,000 planned for fiscal year 2020-2021 and 170,000 in fiscal year 2021-2022. A consultant contract to assist with enforcement of the California Water Efficient Landscape Ordinance is also proposed at up to \$10,000 annually with a Request for Proposals also scheduled for release at the end of October. The City will also continue to utilize Abbe & Associates to assist with other components of implementation of the City's long-term waste diversion plan.

The proposed fiscal year 2020-2021 Expenditure Plan is as follows:

Fiscal Year 2020-2021	
Approximate Measure D Fund Balance	\$620,119
Estimated Measure D Funds Received	\$122,465
Estimated Interest Earned	\$7,000
TOTAL Measure D Balance =	\$749,584
Ongoing/Annual Expenditures	
Newark Staff Salary (time spent on Measure D)	\$8,000 this fiscal year
Promotional/outreach items	\$10,000 annually
Measure D/Bay Friendly Trainings	\$500 annually
One-Time Projects	
Consultant (implementation of long-term diversion plan – remainder for current contract)	\$52,000
Green Halo online waste management software system (initial set-up fees and fees for first year)	\$6,000
New Civic Center Recycled Content Furnishings and Furniture (carpeting, waste receptacles, building materials, office chairs, etc.)	\$150,000
Consultant for SB 1383 Planning and Implementation	\$80,000
Consultant for WELO Enforcement	\$10,000
TOTAL Proposed Expenditures =	\$316,500
Measure D Balance - Proposed Expenditures \$749,584 - \$316,500 =	\$433,084
Maximum Unspent Funds (\$8 x 48,966) =	\$391,728
Amount Above Maximum Threshold =	\$41,356

Based on the most recent Department of Finance data, the City's population is 48,966 allowing for a maximum allowable unexpended balance of \$391,728. The City proposes to expend a total of \$316,500 this fiscal year to reduce the estimated balance to \$433,084 which would be \$41,356 above the maximum allowed.

The fiscal year 2021-2022 expenditure plan is as follows:

Fiscal Year 2021-2022	
Approximate Measure D Fund Balance	\$433,084
Estimated Measure D Funds Received	\$125,000
Estimated Interest Earned	\$5,000
TOTAL Measure D Balance =	\$563,084
Ongoing/Annual Expenditures	
Newark Staff Salary (time spent on Measure D)	\$30,000 annually
Promotional/outreach items	\$15,000 annually
Measure D/Bay Friendly Trainings	\$1,000 annually
One-Time Projects	
New Civic Center LEED Certification (Silver)	\$50,000

New Civic Center Bay-Friendly Landscaping	\$100,000
Consultant - implementation of long-term waste diversion plan (new or extended contract)	\$50,000
Consultant for SB 1383 Planning and Implementation (continued)	\$170,000
Consultant for WELO Enforcement	\$10,000
TOTAL Proposed Expenditures =	\$426,000
Measure D Balance - Proposed Expenditures \$563,084 - \$426,000 =	\$137,084
Maximum Allowable Unspent Measure D Funds =	\$391,728
Amount Above Maximum Threshold =	\$0

At the conclusion of fiscal year 2021-2022, it is estimated that the City's Measure D balance would be approximately \$137,000, about 35% of the allowable maximum.

Thank you for your consideration of the City of Newark's Expenditure Plan for fiscal years 2020-2021 and 2021-2022. If you have any questions, please contact Public Works Director Soren Fajeau via email at soren.fajeau@newark.org or by telephone at (510) 578-4286.

Sincerely,



Lenka Hovorka
Assistant City Manager

For:

David J. Benoun
City Manager



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.

This page intentionally left blank



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. Are we picking the right programs to run? Do they align with our goals?
2. Are the programs we design likely to work?
3. Are the programs having an impact? If so, how, and how much?
4. How 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 “bottoms up” approach, we plan to ensure our objectives are measureable. Simultaneously, we are starting to think about big picture Agencywide 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.

