

APPROVED

**MINUTES OF THE MEETING OF THE
ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY (WMA) BOARD,
THE ENERGY COUNCIL (EC)**

Wednesday, October 24, 2018

3:00 P.M.

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

I. CALL TO ORDER

First Vice President Tim Rood, WMA, called the meeting to order at 3:01 p.m.

II. ROLL CALL OF ATTENDANCE

City of Alameda	Jim Oddie, WMA, EC
City of Albany	Peter Maass, WMA, EC
City of Berkeley	Kriss Worthington, WMA, EC
Castro Valley Sanitary District	Danny Akagi, WMA
City of Dublin	Melissa Hernandez, WMA, EC
City of Emeryville	Dianne Martinez, WMA, EC
City of Hayward	Sara Lamnin, WMA, EC
City of Newark	Mike Hannon, WMA, EC
City of Oakland	Dan Kalb, WMA, EC
Oro Loma Sanitary District	Shelia Young, WMA
City of Piedmont	Tim Rood, WMA, EC
City of Pleasanton	Jerry Pentin, WMA, EC
City of San Leandro	Deborah Cox, WMA, EC
City of Union City	Lorin Ellis, WMA, EC

ABSENT:

County of Alameda	Keith Carson, WMA, EC
City of Fremont	Vinnie Bacon, WMA, EC
City of Livermore	Bob Carling, WMA, EC

Staff Participating:

Wendy Sommer, Executive Director
Tom Padia, Deputy Executive Director
Jeff Becerra, Communications Manager
Karen Kho, Principal Program Manager
Jennifer West, Program Manager
Richard Taylor, WMA Legal Counsel
Arliss Dunn, Clerk of the Board

Others Participating:

Curtis Below, FM3 Research
Arthur Boone, Center for Recycling Research

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III. ANNOUNCEMENTS BY PRESIDENTS

There were none.

IV. OPEN PUBLIC DISCUSSION FROM THE FLOOR

Arthur Boone provided public comment. Mr. Boone stated that we should be commended on the amount of good stuff going into the garbage, however, we have not reduced the amount of material going into the garbage. Mr. Boone distributed a handout (attached) in reference to the Waste Characterization Study.

V. CONSENT CALENDAR

1. Approval of the Draft Minutes of September 26, 2018 (Wendy Sommer)

2. Amended and New Conflict of Interest Codes (Pat Cabrera)

Staff recommends that the Waste Management Authority (Attachment B) and the Energy Council (Attachment D) each adopt the relevant attached resolution stating their amended Conflict of Interest Code.

There were no public comments for the Consent Calendar. Board member Pentin made the motion to approve the Consent Calendar. Board member Worthington seconded and the motion carried 15-0: (Ayes: Akagi, Cox, Hannon, Hernandez, Kalb, Lamnin, Maass, Martinez, Oddie, Pentin, Rood, Worthington, Young; Nays: None. Abstained: None. Absent: Bacon, Carling, Carson, Ellis)

VI. REGULAR CALENDAR

1. Communications and Outreach Approach (Jeff Becerra)

This item is for information only.

Jeff Becerra provided an overview of the staff report and presented a PowerPoint presentation. A link of the report and the presentation is available [here](#). Mr. Becerra introduced Curtis Below, FM3 Research. Mr. Below provided a recap of the results of a recently completed phone/mail survey of Alameda County residents. A link to the survey results is available [here](#).

Board member Hannon stated that it would be helpful in the future to include the survey results in the board packet to view beforehand, and include side-by-side comparisons with prior surveys. Vice President Rood commented that although not mentioned in the survey there continues to be confusion with respect to the plastic coated food soiled paper e.g. milk cartons. Board member Pentin commented that the survey indicated that 40% of respondents go online to find out where they can recycle and inquired if the agency has a recycling app. Mr. Becerra stated that we do not have an app but the online Recycle Where tool is optimized for mobile devices. Board member Maass commented that he suspects that a portion of food soiled paper such as pizza boxes will end up in the garbage due to inadequate receptacles in most kitchens and suggested that efforts should also focus on designing composting infrastructure in the home. Mr. Below stated that this issue of confusion arose during the survey and most people wanted to do the right thing but mistakenly put these items in the recycling bin. Board member Young commented that she suspects that if there were more multi-family residents represented in the survey the responses would be quite different and inquired about the breakdown between multi-family and single-family respondents. Mr. Below stated that residents of single family units represented 60-70% of the respondents.

Board member Lamnin commented that although some of the videos for the Stop Food Waste Campaign are visually appealing they did not convey the effort to reduce food waste. Board member Lamnin added there are students groups that are emerging in the video market and suggested that staff reach out to them. Board member Lamnin commented that she appreciates the data from the survey

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results but was concerned that county wide, 600 survey respondents is pretty low. She further inquired if staff is engaging with the faith community and are aware of “green congregations,” to help them set-up the three bin system. Board member Lamnin recommended working with landlord and realtor associations to develop toolkits for new residents. She further inquired how often the agency releases social media. Mr. Becerra stated that social media posts are put out on a daily basis, and the videos are part of an overall campaign that include multiple other elements in addition to video. Mr. Becerra added we work with faith based organizations through the community grants program, and we also engage with realtor and landlord organizations in providing information for new residents.

2. Priority Program Areas for 2019-2021 (Karen Kho & Jennifer West) (This item was heard after item #3)

That the Energy Council discuss and approve Priority Program Areas for 2019-2021.

Karen Kho provided an overview of the staff report and provided a PowerPoint presentation. A link to the report and the presentation is available [here](#).

Board member Martinez inquired if there is a local market for heat pumps and electrification and if there is interest in other parts of the country. She also inquired if we should be looking at other technologies as well. Ms. West stated that the Northeast and Northwest parts of the country have much more activity involving heat pumps. There have been 70,000 heat pumps sold nationwide which is a small number compared to the millions of water heaters that are sold each year. Ms. West added she attended a summit recently and there were manufacturers present that were interested in California but the demand is not there yet. We are working on trying to develop interest. The CPUC will be focusing on a statewide effort in 2019 and we are hoping that through the grant opportunity we can advance those efforts. Board member Lamnin inquired regarding the continued focus on grid solutions given the limitations over the past year and other entities already addressing the issue. Ms. Kho stated that staff had proposed not continuing to focus on grid solutions, but that jurisdiction staff see the Technical Advisory Group (TAG) as the only forum to coordinate among themselves and make program design recommendations to EBCE (East Bay Community Energy) and others. Ms. Kho added that our intentions are to support this forum, and added, that we are not seeking external funding for this effort. Board member Lamnin inquired if there have been conversations about possibly redirecting priorities in the next year. Ms. Kho stated that in two years the context may be different, and the TAG may be more comfortable with us stepping back from grid solutions as a priority. If EBCE steps up or there are other opportunities for them to engage in these issues then it does not need to happen through TAG. Currently they feel as if this is the best vehicle for them to understand how to engage with this emerging new load balancing issue. Ms. Kho added that grid solutions could potentially be considered part of member agency services and not a standalone priority.

Board member Maass stated that he is pleased to see vehicle charging as part of the electrification effort and inquired if on street charging stations were also included. Ms. Kho stated that we have had a number of conversations with the TAG about electric vehicle issues but the Energy Council has not pursued funding for vehicle charging infrastructure. Ms. West stated that we see the connection between buildings and vehicles as part of the larger energy ecosystem and there is significant funding through the air district for vehicle charging but it is not currently a priority for the Energy Council. President Oddie stated that he appreciates that we are talking about Zero Net Carbon, and added at the state level, there is the Buy Clean California in which you have to consider the embodied carbon in infrastructure projects involving steel and glass, and it is more beneficial if there are efforts at the local level.

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Board member Kalb made the motion to accept the staff recommendation. Board member Hernandez seconded the motion. Board member Lamnin inquired prior to the vote on the motion if the Board is interested in removing the focus on grid solutions as a priority. Ms. Sommer stated that staff would need to inform jurisdiction staff that the priority is being removed from the list. Board member Kalb stated his preference for keeping it on the list with the consideration that member agency staff find it beneficial to their efforts, and added he is confident that staff can prioritize the five priority areas appropriately. Board member Kalb added if necessary we can revisit the issue next year. There were no public comments on this item.

The Board voted 15-0 to approve the staff recommendation without revision.

(Ayes: Cox, Ellis, Hannon, Hernandez, Kalb, Lamnin, Maass, Martinez, Oddie, Pentin, Rood, Worthington. Nays: None. Abstained: None. Absent: Bacon, Carling, Carson)

3. Vacancies on the Recycling Board (Wendy Sommer)

That the WMA Board fill the upcoming vacancies on the Recycling Board.

There were no public comments on this item. Board member Young made the motion to appoint Board member Cox (San Leandro) and Board member Sadoff (Castro Valley Sanitary District) to the Recycling Board. Their first meeting as WMA appointees will be on December 13, 2018. Board member Oddie seconded and the motion carried 16-0:

(Ayes: Akagi, Cox, Ellis, Hannon, Hernandez, Kalb, Lamnin, Maass, Martinez, Oddie, Pentin, Rood, Worthington, Young; Nays: None. Abstained: None. Absent: Bacon, Carling, Carson)

4. Interim appointment(s) to the Recycling Board for WMA appointee unable to attend future Board Meeting(s) (Wendy Sommer)

(Joint Meeting of the Waste Management Authority Board, the Energy Council, and Recycling Board, Wednesday, November 14, 2018 at 3:00 p.m., StopWaste Offices, 1537 Webster Street, Oakland, CA, 94612)

There were no requests for an interim appointment.

5. MEMBER COMMENTS AND COMMUNICATIONS FROM THE EXECUTIVE DIRECTOR

Board member Martinez requested that staff provide an update on SB 1383 at the November 14 joint meeting, prior to the priority setting discussion. Board member Martinez would like an overview of the proposed regulations and requirements that the legislation may present for cities. Ms. Sommer stated that this would be challenging as the regulations have not been finalized but we can provide some context. Ms. Sommer distributed the monthly topic brief on Electrification. A link to the topic brief is available [here](#). Ms. Sommer invited the Board to submit any item to her for the priority setting session.

6. ADJOURNMENT

The meeting was adjourned at 4:21 p.m.

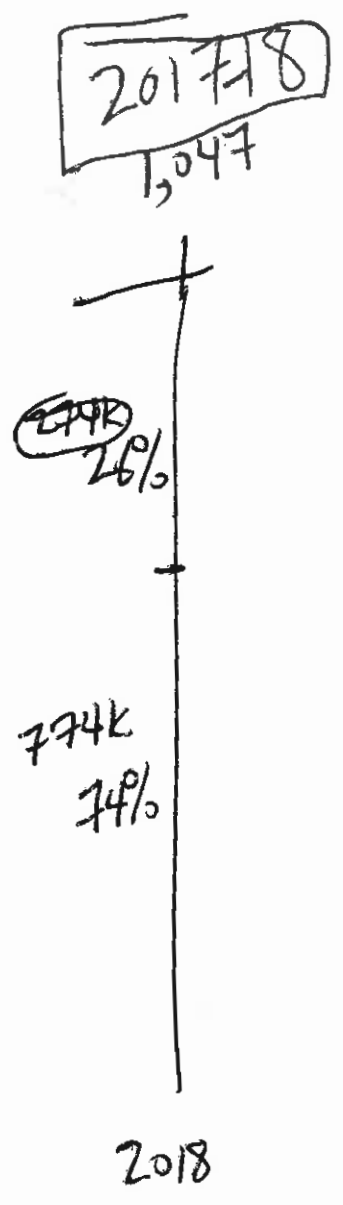


TABLE 8
WCA BY
SES

90% increase in
amt of G being
measured

by AIRBorne
Center for Recy. Research
10-11-18