



**DATE:** February 17, 2016  
**TO:** Authority Board  
**FROM:** Wendy Sommer, Executive Director  
**BY:** Justin Lehrer, Senior Program Manager  
**SUBJECT:** Assessment Criteria for Product Decisions Activities

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### **SUMMARY**

As part of the mid-term review of the 2020 strategic plan progress, staff has developed proposed criteria for evaluating the efficacy of current or future Agency projects. The criteria will be used to make adjustments to the Product Decision (PD) Targets identified in the Strategic Workplan. For more information, refer to the [February 11, 2016 P&A Committee Memo](#).

### **COMMITTEE ACTION**

On February 11<sup>th</sup>, the Programs and Administration (P&A) and Planning and Organization (P&O) Committees reviewed the proposed criteria (Attachment A) and provided input. Ideas included clarifying the qualitative intention of the criteria (rather than employing a scoring formula), applying the criteria to both current and future projects, and considering equity across the communities impacted by our work. Board Members also expressed interest in seeing examples of how the criteria are applied to Agency projects when we present recommended adjustments to PD projects in March. The P&A Committee by a vote of 10-0 (Carson and Turner absent), and the P&O Committee by a vote of 10-0 (Peltz absent) recommended that the WMA Board approve the proposed criteria for evaluating targets and programs.

### **RECOMMENDATION**

Staff recommends that the WMA Board review and approve the proposed criteria for evaluating targets and programs and direct staff to use the adopted criteria to inform adjustments to the Product Decision Targets, propose organics projects, and develop future programs.



## PROJECT ASSESSMENT

**Project/Concept Name** (incl. Project #): \_\_\_\_\_

**Priority Area:**

Organics     Packaging     Built Environment (Green Building, Landscape, Energy, C&D)

**Impact Area:**     Landfill Conservation (Prevention or Diversion)     Energy Conservation  
 Hazardous Waste     Climate Mitigation/Adaptation     Recycled Content /  
 Market Dev     Other (Soil, Water, etc.)

**Place in Hierarchy:**     Reduce     Reuse     Recycle     Rot

Criteria	Response <i>Yes, No, Maybe</i>	Assessment/Comments
<p><b>Influence/Geographic Scale</b>            Are we positioned to effectively influence the target audience? Can the project be achieved within Alameda County or is broader geographic reach needed (i.e. would this be better pursued via partnerships or a regional, state or federal initiative)?</p>		
<p><b>Technical Feasibility</b>            Aside from cost or other factors, can it be done? Is the technology available and the pieces in place to make it work? (e.g., if goal is recyclable/compostable food service ware, are these products acceptable and processable in local facilities?)</p>		
<p><b>Timeliness &amp; Leverage</b>            Is the project timely given the current societal and political environment and/or internal considerations? Are stars aligned, are there funding or other opportunities to leverage?</p>		
<p><b>Member Agency, Partner &amp; Funder Alignment</b>            Does the project align with or support goals/initiatives of our Member Agencies and other potential partners (e.g., water agencies)? Is there opportunity to</p>		

collaborate? Is it equitable?		
<p><b>Innovation &amp; Leadership</b></p> <p>Is the Agency in a unique position to influence policy, markets, or behavior with this project? Is the project innovative; does it experiment with a new concept/idea? Seed for future funding?</p>		
<p><b>Measurability</b></p> <p>Practically speaking, can progress be measured? Note the metric/method.</p>		
<p><b>Budget</b></p> <p>Is current project budget sufficient, or is adequate funding readily available? Is there a plan for funding? Ask the same questions of staffing.</p>		
<p><b>Environmental Impact &amp; Cost Effectiveness</b></p> <p>Consider the overall magnitude of impact of the project, along with costs to determine the overall "bang for your buck." When feasible, use metrics such as cost per ton (or other).</p>		
<p><b>Community/Social Impact</b></p> <p>Consider social and economic impacts on the community. Job creation, other community benefits? What does the community think of the effort? Is public stakeholder effort needed?</p>		
<b>Questions:</b>		
<b>Recommendation:</b>		

## ATTACHMENT B

The following product decisions targets were approved by the Boards at the end of 2011:

### 1. Waste Prevention:

#### A. Institutional Food Service/Commercial Cafeterias

Institutional kitchens and high volume food service operators located in Alameda County that participate in technical assistance or other support services from the Authority, reduce food and other inputs by an average of 25% or more from an established baseline.

#### B. Reusable Transport Packaging

90% of businesses in Alameda County with appropriate shipping and receiving circumstances are utilizing reusable transport packaging when economically advantageous.

### 2. Household Hazardous Waste:

#### A. HHW Alternatives

90% of stores that sell products destined for HHW facilities will stock and promote non-toxic/less-toxic HHW alternative products.

### 3. Recycled Content:

#### A. Bulk Compost

90% of permitted landscape projects in Alameda County use locally produced or sourced compost.

#### B. Bulk Mulch

90% permitted landscape projects in Alameda County use local, recycled mulch.

#### C. Building Materials

90% of building material supply centers will stock and promote recycled content building materials that support local green jobs.

### 4. Hard To Recycle:

#### A. Institutional and Commercial Food Service Ware & Packaging

90% of customers (institutional and commercial) with separate organics collection purchase and use readily recyclable/reusable/compostable food service ware and packaging.

#### B. Packaging Life Cycle Analysis and Recyclability Labeling

90% of Alameda County brand owner/manufacturers will incorporate life-cycle metrics consistent with the Global Protocol on Packaging Sustainability into their packaging design process to reduce the environmental impact of their packaging, utilize accurate recyclability labeling which is compliant with the Federal Trade Commission's (FTC) Green Guides, and where possible, use the Sustainable Packaging Coalition's (SPC) How2Recycle label.

#### C. Single Use Plastic Bags

Single use plastic bags are strongly discouraged from distribution in retail stores.