

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

**Thursday, January 14, 2016
4:00 p.m.**

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

I. CALL TO ORDER

President Tim Rood called the meeting to order at 4:00 p.m.

II. ROLL CALL

Tim Rood, City of Piedmont, Chair
Adan Alonzo, Recycling Programs
Greg Jones, City of Hayward
Bernie Larrabe, Recycling Materials Processing Industry
Peter Maass, City of Albany
Dianne Martinez, City of Emeryville
Michael Peltz, Solid Waste Industry Representative
Jerry Pentin, City of Pleasanton
Daniel O'Donnell, Environmental Organization
Toni Stein, Environmental Educator
Steve Sherman, Source Reduction Specialist

Staff Present:

Wendy Sommer, Executive Director
Tom Padia, Deputy Executive Director
Jeff Becerra, Communications Manager
Debra Kaufman, Senior Program Manager
Wes Sullens, Program Manager
Audrey Beaman, County Counsel
Arliss Dunn, Clerk of the Board

Others Participating:

Matt Dostal, Creative Growth

III. ANNOUNCEMENTS BY THE PRESIDENT

There were none.

IV. CONSENT CALENDAR

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|---|--------------------|
| 1. Approval of the Draft Joint Minutes of December 16, 2015 (Wendy Sommer) | Action |
| 2. Board Attendance Record (Wendy Sommer) | Information |
| 3. Written Report of Ex Parte Communications (Wendy Sommer) | Information |

Board member Martinez made the motion to approve the Consent Calendar. Board member Jones seconded and the motion carried 8-0-1 (Sherman and Stein absent, Pentin abstained).

V. OPEN PUBLIC DISCUSSION

There was none.

VI. REGULAR CALENDAR

1. Creative Growth-Non Profit Update (Wendy Sommer & Meri Soll)

Information

This item is for information only.

Debra Kaufman provided an overview of the staff report in Meri Soll's absence. The report is available here: [Creative Growth-01-14-16](#). A video presentation is available here:

<https://www.dropbox.com/s/2s0zjnby2saq4ir/Creative%20Growth%204.mp4?dl=0>

Matt Dostal, Creative Growth, thanked the Board for allowing him to present an overview of grant activities and outcomes of the program. Mr. Dostal provided samples of the reusable bags created by the clients of Creative Growth. Board member Sherman stated that based on the sale prices of the bags the agency was able to significantly leverage the \$10,000 in grant funding and inquired about the allocation of the revenue. Mr. Dostal stated that the revenue is allocated 50/50 between the artists and the program, although he could not recall the exact amount of revenue raised. Mr. Padia stated that he purchased one of the bags shown at \$25. Mr. Dostal encouraged Board members to visit the studio and meet some of the artists.

President Rood thanked Mr. Dostal for the presentation.

2. Communications Planning 2016 (Wendy Sommer & Jeff Becerra)

Information

This item is for information only, however discussion and feedback from Board members will be used to help plan communications-related spending for the FY 16-17 budget.

Jeff Becerra provided an overview of the staff report and a PowerPoint presentation. The combined report is available here: [Communications 2016-01-14-16](#).

Mr. Becerra distributed copies of the new agency brochure and a list of talking points and clarified that the brochure is not intended for the general public but rather a tool for Board members to utilize when communicating with their constituents and key stakeholders about StopWaste.

Board member Jones commended staff on a great start with the new agency brochure. He added the brochure will enable Board members to communicate StopWaste services and programs to their constituents as well as their own staff. Board member Maass stated that it would be helpful to have a list of talking points distinguishing which initiatives are managed on the local level as opposed to state and which initiatives are within StopWaste's purview. Board member Martinez suggested adding information on CCAs. President Rood added the elevator speech stating "StopWaste through its Energy Council currently administers building energy efficiency programs in Alameda County" would be an appropriate response to questions regarding StopWaste role in formation of CCAs, and added that is a function that a CCA could choose to take on in the future, if one is formed. Board member Sherman suggested adding information on Measure D's contributions towards recycling and reuse through loans and grants as well as mentioning job creation and revenue. He added we should also mention our role in greenhouse reduction efforts. He added with respect to food scraps and food soiled paper, it is not only being made into compost but also renewable energy in Alameda County.

Mr. Becerra distributed copies of the most recent Benchmark report that will go out to all account holders by next week. The format of the report is designed to be specific to each jurisdiction. Board member Alonzo inquired about the consistency of the bin colors countywide. Mr. Becerra stated that the bin colors are not customized but the information is customized for each jurisdiction and we try and go with the most common bin colors countywide.

The Board thanked Mr. Becerra for providing a very informative report.

4. Recycling in the Age of Product Transparency (Wendy Sommer & Wes Sullens) Information

This item is for information only, however discussion and feedback from Board Members will be used to help adjust strategic plan targets for the recycled content products.

Wes Sullens provided an overview of the staff report and presented a PowerPoint presentation. The combined report and presentation is available here: [Recycled Content-01-14-16](#).

Ms. Sommer informed the Board that staff plans to provide a list of criteria for assessing our targets and how we select programs in the future and if agreement is reached regarding the criteria staff plans to come back to the Board in March with modifications to the current targets.

Board member Jones commented that the inconsistency with respect to product labeling breeds cynicism and the better we can do with standardization on the product side the more people will feel confident that they are purchasing environmentally preferable products. He added that he is pleased that the agency is involved in this area as it is very important work. President Rood stated that the USDA took over the organics labeling and it is standardized. Ms. Sommer stated in terms of budgeting for this target it is primarily staff time. Staff has been invited to participate in these forums and Mr. Sullens has been involved in the building materials standards area and Justin Lehrer in packaging. Most standard setting groups consist of manufacturers and trade groups, so it is important to have an environmental agency's perspective on these committees. Our involvement can make a difference in the types of materials produced and sold.

Board member Maass inquired if we should be working legislatively to get standards incorporated into California law that could possibly later be taken on at the national level. Mr. Sullens stated that there are standards for claiming recycled content, e.g. a percentage of recycled content must follow ISO (International Organization for Standards) rules or face action from the FTC (Federal Trade Commission). However, health attributes of recycled content have not been standardized.

Board member Stein stated the importance of the government and large buyers to take leadership in adopting standards as this will breed confidence with the public. She added the importance of StopWaste work in this area as well as Alameda County as across the country we are perceived as leaders in this arena. Board member Sherman stated that he is fully supportive of staff strategy and advocacy towards addressing the issues of environmental and public health with respect to recycled content and considers it a necessary and not optional component of what we do as an agency. Board member Sherman inquired if ACWMA or the Recycling Board has adopted The Precautionary Principle with respect to recycled content or materials use in general. Ms. Sommer stated no.

Board member Stein stated that we could possibly establish a grant to look at legacy issues to look at how certain materials can be used in specific areas (breathable vs. non-breathable) .

The Board thanked Mr. Sullens for a very informative presentation and discussion and encouraged staff to continue working in this area.

VII. OTHER PUBLIC INPUT

There was none.

VIII. COMMUNICATIONS/MEMBER COMMENTS

There was none.

IX. ADJOURNMENT

The meeting adjourned at 5:10 p.m.