

APPROVED

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

**Thursday, October 9, 2014
7:00 p.m.**

**Castro Valley Public Library
3600 Norbridge Avenue
Castro Valley, CA 94546
510-667-7900**

**(Directions attached)
and**

**Via teleconference
Toni Stein
South Berkeley Senior Center
2939 Ellis Street
Berkeley, CA 94703
510-981-5170**

Meeting is wheelchair accessible. Sign language interpreter may be available upon five (5) days notice to 510-891-6500.

I. CALL TO ORDER

1st Vice President, Daniel O'Donnell, called the meeting to order at 7:05 p.m.

II. ROLL CALL

Pauline Cutter for Gordon Wozniak

Lorin Ellis (arrived 7:10 p.m.)

Greg Jones

Chris Kirschenheuter

Daniel O'Donnell

Michael Peltz

Jerry Pentin

Dave Sadoff for Anu Natarajan

Steve Sherman

Matthew Southworth for Minna Tao

Toni Stein (via teleconference)

Staff Present:

Gary Wolff, Executive Director

Wendy Sommer, Deputy Executive Director

Meri Soll, Senior Program Manager

Michelle Fay, Program Manager

Audrey Beaman, County Counsel

Arliss Dunn, Clerk of the Board

Others Participating:

Jim Scanlin, Clean Water Program

Roger Bradley, City of Dublin
Jennifer Cutter, City of Union City
Maria Ojeda, City of Pleasanton
Wanda Redic, City of Oakland
Greg Brown, RAFT
Andrew Sloan, Cascadia Consulting
Kathy Cote, City of Fremont
Patrick Vance, Save the Bay

III. ANNOUNCEMENTS BY THE PRESIDENT

Matthew Southworth introduced himself to the Board and provided a brief summary of his background and experience. He is attending as an interim appointment for Minna Tao.

IV. CONSENT CALENDAR

- | | |
|---|--------------------|
| 1. Approval of the Draft Joint Minutes of September 17, 2014
(Gary Wolff & Wendy Sommer) | Action |
| 2. Board Attendance Record | Information |
| 3. Written Report of Ex Parte Communications | Information |
| 4. Legislative Status for 2014 (Gary Wolff, Wendy Sommer & Debra Kaufman)
Staff recommends that the Boards receive this information report on the status of legislation the Agency tracked this year. | Information |

Mr. Pentin made the motion to approve Draft Joint minutes of September 17, 2014 and the Consent Calendar. Mr. Jones seconded and the motion carried 9-0-1 (Ellis absent) (Sadoff abstained).

V. OPEN PUBLIC DISCUSSION

There was none.

VI. REGULAR CALENDAR

- | | |
|---|---------------|
| 1. Reusable Bag Ordinance 2012-2: Process for Potential Expansion
(Gary Wolff, Wendy Sommer & Meri Soll) | Action |
| Staff recommends that the Programs & Administration Committee, and the Planning & Organization Committee, discuss the potential expansion of the reusable bag ordinance and recommend that the WMA Board adopt the proposed schedule and deliverables identified in the staff report as the process to be followed for consideration of Ordinance 2012-2. | |

Ms. Soll provided an overview of the staff report and a PowerPoint presentation. The report is available here: http://www.stopwaste.org/docs/10-09-14_Bag_memo_packet.pdf. The presentation is available here: <http://www.stopwaste.org/docs/October-committee-meetings-Bags.pdf>.

Mr. Sherman inquired if a CEQA analysis is required for expansion to include restaurants. Ms. Soll stated yes as well as an amendment to the current EIR because restaurants were not included in the original scope. Mr. Wolff added we will also require action from the Stormwater program with respect to the best configuration for moving forward and any assistance that they can provide. Jim Scanlin, Clean Water Program, provided an overview of the structure and activities of the Clean Water Program. Mr. Scanlin indicated that the Clean Water program consists of the 14 cities, Alameda County, the Alameda County Flood Control and Water Conservation District, and Zone 7 Water Agency. The Program educates the public on how to keep businesses and homes from contributing to storm water pollution, and also coordinates its activities with other pollution prevention programs, such as wastewater treatment

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plants, hazardous waste disposal, and water recycling. A requirement of the program was to reduce trash in the storm drains by 40% by July 1, 2014, and 70% by July 1, 2017, and the best way to get reduction is by installing capture devices and instituting product bans, such as polystyrene and plastic bags. Source control and prevention are more cost effective than cleanup efforts. The StopWaste ordinance has been a success. Studies have demonstrated that post ordinance there was a 50% reduction in plastic bag debris. The Clean Water Program supports expansion of the ordinance and will consider offering in-kind support with respect to providing inspectors for enforcement. Mr. Wolff inquired if all fifteen member agencies are aligned with respect to what expansion should be done and funding and services to be contributed. Mr. Scanlin stated that the details of funding have not been discussed but there is internal agreement that a process and model letter would be developed with respect to neutrality or support from the Chief Executives of affected member agencies. Mr. Wolff stated the process is to first obtain countywide Stormwater program, including support or neutrality by the chief executives of the agencies involved, and then stakeholder input to bring back to the Board for discussion and a final decision.

Kathy Cote, Environmental Services Director, City of Fremont, stated that she has seen the benefits of the ordinance with respect to trash reduction and storm water benefits. There are challenges with respect to resources and appreciates StopWaste' approach in consulting with the Clean Water program to discuss how to best move forward regarding resources and enforcement. Ms. Cote urged the Board to support the staff recommendation.

Mr. O'Donnell inquired if there are plans to conduct outreach to large corporations and restaurants to gauge their support. Ms. Soll stated that the proposed schedule includes outreach to stakeholders to obtain their input and feedback as well as outreach to other counties that have an expanded ordinance. Mr. Wolff indicated that the outline in the staff report illustrates the timeline for outreach. Mr. Pentin expressed concerns about the approach to fund the cost of expansion. Mr. Wolff stated that the budget will be discussed in the future after consulting with the Stormwater program staff to see how much funding they are able to provide. StopWaste will have to assume whatever costs are over that by cutting other projects, re-allocating reserves, or augmenting revenue. Mr. Wolff added that Prop 26 allows us to impose a fee on stores that are regulated by the ordinance but staff would prefer to not propose that funding mechanism, and has not investigated it yet. Mr. Pentin added we should identify funding sources prior to discussing program expansion, and added that he would like to see any proposed cuts or reallocations. Mr. Wolff stated that the timeline illustrates that if there is agreement from all parties then staff will bring work copes and budget proposals to the Board along with the overall budget proposals in spring 2015 and spring 2016.

Mr. Peltz commented that there is also a cost versus benefit analysis that must be considered. Mr. Wolff stated that this is part of the ongoing discussion. Most jurisdictions are doing complaint based enforcement versus 100% inspection but staff considers that this may be unfair to stores that are complying and are in the position of having to report their fellow merchant that is not complying. Complaint based enforcement also requires prompt and thorough attention to create effective and equitable enforcement.

Mr. Sherman made the motion to accept the staff recommendation. Mr. Ellis seconded and the motion carried 11-0.

Patrick Vann, Save the Bay, commented on the success of the bag ban and encouraged the Board to move ahead with full expansion.

Special Announcement:

Mr. Wolff introduced Ms. Sommer as the new Deputy Executive Director and informed the Committee/Recycling Board that going forward Ms. Sommer will assume leadership of the committee

meetings (although he will usually be present) and he will continue to lead the WMA Board and any combined Board meetings. Ms. Sommer led the remainder of the meeting.

**2. Municipal Panel Presentation: Commercial Recycling Promotion and Outreach Information
(Gary Wolff, Wendy Sommer & Meghan Starkey)**

This item is for information only.

Megan Starkey provided a brief overview of the staff report and introduced the panelist. The panel consisted of Roger Bradley, City of Dublin; Jennifer Cutter, City of Union City; Maria Ojeda, City of Pleasanton; and Wanda Redic, City of Oakland. The staff report is available here:

http://www.stopwaste.org/docs/10-7-14_Muni_Panel_Commercial.pdf. An audio of the presentation is available here: <http://www.stopwaste.org/docs/10-09-14-P&O-RB.mp3>.

**3. Business Assistance Project - Update Information
(Gary Wolff, Wendy Sommer & Michelle Fay)**

This item is for information only.

Michelle Fay provided an overview of the staff report and a powerpoint presentation. The report is available here: http://www.stopwaste.org/docs/MRO-TA_Annual_Report_Summary.pdf. The presentation is available here: <http://www.stopwaste.org/docs/MRO-TA-Annual-Report-Summary.pdf>.

Ms. Fay introduced Andrew Sloan, Cascadia Consulting. Andrew works with businesses to provide technical assistance in helping to comply with mandatory recycling requirements. Mr. Ellis asked what the biggest challenges were for compliance. Ms. Fay stated the biggest challenges operationally to businesses is additional cost and time for custodial staff. Mr. Sloan stated that the biggest concern to businesses countywide is the issue of illegal dumping and its effect on inspections.

Mr. O'Donnell thanked Ms. Fay for her presentation.

**4. Resource Area For Teachers (RAFT) Update Information
(Gary Wolff, Wendy Sommer & Meri Soll)**

This item is for information only.

Ms. Soll provided an overview of the staff report. The report is available here:

http://www.stopwaste.org/docs/RAFT_board_update_10-2014.pdf. Ms. Soll introduced Greg Brown, Senior Director of RAFT, who provided the Board a presentation and update on grant activities. The presentation is available here: <http://www.stopwaste.org/docs/RAFT-Overview-for-StopWaste.pdf>.

Mr. Brown also demonstrated some of the many uses of discarded materials. Ms. Cutter stated that she visited RAFT as a Pre-school teacher and used the materials to help with motor skills, and at the elementary level to teach recycling and science curricula. Mr. Peltz asked if they publish a list of materials requested. Mr. Brown stated yes, but it may limit the types of material donated. RAFT accepts all types of materials unless it is deemed dangerous. Mr. Sherman inquired about the number of employees and if there is a job training component. Mr. Brown stated RAFT employs 40 full-time employees between the San Jose and Redwood City sites and they do offer job training.

Mr. O'Donnell thanked Mr. Brown for his presentation.

VII. OTHER PUBLIC INPUT

There was none.

VIII. COMMUNICATIONS/MEMBER COMMENTS

There was none.

IX. ADJOURNMENT

The meeting adjourned at 9:00 p.m.