

County of Santa Clara

Recycling and Waste Reduction Commission
Integrated Waste Management Division

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RECYCLING AND WASTE REDUCTION COMMISSION DRAFT MINUTES

February 22, 2006

County Center at Charcot, 2310 N. First Street, Ponderosa Pines Room, San Jose

Business Meeting at 5:15 p.m.

Voting Members in Attendance

Jose Esteves, Central County Cities
John Howe, SMaRT Station Cities
Mike Kasperzak, Member-at-Large
Patrick Kwok, Member-at-Large
Pete McHugh, County of Santa Clara
Nick Streit, West Valley Cities

Representing

Milpitas, Santa Clara
Mountain View, Palo Alto, Sunnyvale
All Jurisdictions
All Jurisdictions
County of Santa Clara
Campbell, Los Gatos, Monte Sereno, Saratoga

Voting Members Not In Attendance

Tony Estremera, SCVWD
Linda J. LeZotte, City of San Jose
Dolly Sandoval, North County Cities
Roland Velasco, South County Cities

Santa Clara Valley Water District
City of San Jose
Cupertino, Los Altos, Los Altos Hills
Gilroy, Morgan Hill

County Staff

Elizabeth Constantino, Integrated Waste Management Division
Lisa Rose, Integrated Waste Management Division
Greg Van Wassenhove, Department of Agriculture and Environmental Management

Others in Attendance

Deb Bogart, City of San Jose
Mark Bowers, City of Sunnyvale
Skip Lacaze, City of San Jose
Lavenia Millar, City of Cupertino
Cynthia Palacio, City of Mountain View

1. CALL TO ORDER/ROLL CALL

Chair Patrick Kwok called the meeting to order at 5:17 p.m. Five Commissioners were present and quorum was not met. Chairman Kwok moved on to non-action items until another Commissioner arrived.

2. APPROVAL OF MINUTES FROM OCTOBER 26 MEETING

Commissioner Esteves arrived at 5:25, resulting in quorum. A motion to approve the minutes from the December 12 meeting was made by John Howe. Mike Kasperzak noted that the start

time of the December meeting needed to be corrected to 12:10 p.m. from 2:10p.m. With the correction, Nick Streit seconded the motion to approve the minutes and the motion passed unanimously.

3. PUBLIC PRESENTATIONS

There were no public presentations.

4. BayROC Update

Elizabeth Constantino introduced Catherine Pandori, the Campaign Coordinator of the Bay Area Recycling Outreach Coalition (BayROC). BayROC is made up of 113 Bay Area jurisdictions and garbage companies. Collectively, they contributed approximately \$100,000 to the 2006 regional campaign. The campaign for this year was 'Stop Junk Mail'. It ran from January 16 – February 12. BayROC did a radio buy for this campaign, in an effort to reach beyond the geographic borders of cities and counties, benefiting the entire Bay Area. The radio ad encouraged listeners to go online and download a "Stop Junk Mail kit" or to call in and request a kit be sent to them. The most effective use of funds was to buy ads on San Francisco radio stations which would reach all Bay Area cities and counties for the best price. The call center was swamped – approximately 100 calls per day. There were 216,862 hits on the website in the first two weeks of the campaign, averaging 13,553 hits per day.

A press event was also held that coincided with the radio ads in which a local artist had been commissioned to make a 17 foot tree. The tree was made from one resident's junk mail that had been collected over a three week period. Elizabeth Constantino showed slides of the tree that was on display at NorCal Recycling Center on Pier 96 in San Francisco. There was great coverage of the press event and the story was picked up by the *San Francisco Chronicle*, the *San Francisco Examiner* the *Contra Costa Times*, NBC 11, KCBS, KGO, KQED, and NPR. The issue of reducing unwanted junk mail continues to be of great interest to the Bay Area community. Final results including print ads will be published in the next month and will be forwarded on to the Commission.

5. TAC CHAIRPERSON'S REPORT

Cynthia Palacio introduced herself as the new Chair of the Technical Advisory Committee (TAC). She noted that Kathy Davis, the TAC's California Integrated Waste Management Board (CIWMB) representative has been promoted to another position within the Board. A new representative has not yet been identified.

At the December meeting, the TAC tasked the Implementation Subcommittee with revising and updating TAC's rules and procedures to be more consistent with the goals and objectives of the Recycling and Waste Reduction Commission. The Implementation Subcommittee was also charged with creating a three-year strategic plan for to better estimate the cost and scope of Countywide activities and programs. The Solid Waste Planning Fee (SWPF) will not be increased until FY08. The amount of the increase will be dependent on the level and types of diversion programs and activities that are identified in the strategic plan.

At the January meeting, the Board of Equalization provided a tool to use to calculate diversion rates as an alternative to the CPI. The Taxable Sales Deflator adjusts for inflation, and levels the playing field.

TAC is looking at the Legislative Policies and Priorities for the coming year. They noticed that what the Commission recommended to the Board of Supervisors was inconsistent with the final document. Occasionally different language was used and not all of the RWRC's suggestions made the final list. Supervisor McHugh stated that his that the recommendations are forwarded to a Legislative Director in the County who then refines them into a prioritized and focused document that the Board adopts. Lisa Rose pointed out that in the event that a recommendation is not included in the Board's final Legislative Policies and Priorities, it does not preclude the Board - or a City Council - from supporting or opposing certain pieces of legislation. Integrated Waste Management staff has been in contact with the County's Legislative Director and will provide a memo regarding the process to the TAC which will then be forwarded on to the Commission.

Beginning February 9, the Department of Toxics Substance Control has banned certain items from the waste stream. This includes such items as microwave ovens, VCR's, cellular phones, fluorescent lights, batteries and mercury containing items. Rob D'Arcy from the County's Household Hazardous Waste Division recommended to TAC that all landfills and transfer stations be required to accept these types of waste and that all cities adopt some type of battery program through their waste haulers. The TAC asked the HHW subcommittee to draft a model ordinance that would require retailers to take back the hazardous products they sell. Mark Bowers noted that the intent of this ordinance is to spur the state to take action on this issue. Mark also noted that it will be important to look at each item within the Universal Waste (U-Waste) category to determine how to handle each one.

6. IWM DIVISION MANAGER'S REPORT

Elizabeth Constantino noted that there will be no increase in the Solid Waste Planning Fee (SWPF) in FY07. She will be working with the TAC's Implementation Subcommittee to develop a three-year strategic plan. Once a plan has been developed and approved by the TAC, the current SWPF fee of \$.50 per ton is expected to increase a minimum of \$.06 per ton in FY08, to maintain the fund balance and may increase more depending on the needs identified in the strategic plan.

An electronic waste (e-waste) policy was developed cooperatively by several County departments with input from the Silicon Valley Toxics Coalition. The policy will go to the Board of Supervisors on Tuesday, February 28. The policy would dictate that County Procurement include in their RFP process for electronic equipment, a provision in which bidders would include take back. One of the main goals of the policy is to ensure that County e-waste does not end up in undeveloped countries, endangering the environment and the health of people in those countries.

There will be a Green Business Conference on Friday, March 17. The City of Sunnyvale has offered to host it at the Sunnyvale Community Center. Attendees will learn from experts how they can reduce their impact on the environment by implementing simple measures in their daily

business operations. This is also the same day as the annual joint TAC meeting with Alameda County, which will take place in Fremont.

The Great American Litter Pick Up will take place on Saturday, April 8. The Cities of San Jose and Campbell are participating, as are the County of Santa Clara and Cal Trans.

7. ANNOUNCEMENTS

Cynthia Palacio made the following announcements:

- The City of Mountain View will hold a confidential paper shredding day where residents may bring confidential materials to be shredded.
- The Cities of Palo Alto and Mountain View will hold a joint compost workshop on March 18. Pesticide control will also be included in this special half day workshop.
- The City of Sunnyvale citywide garage sale will take place on April 22.
- The City of Mountain View citywide garage sale is May 13.

Jose Esteves noted that the City of Milpitas citywide garage sale will take place in April.

Greg Van Wassenhove asked that the final agenda for the Green Business Conference be posted on the ReduceWaste.org website. Lisa Rose said it will be posted once speakers are confirmed.

The next two meetings are scheduled to take place at 1641 N. First Street, unless other arrangements can be made. John Howe offered to host in Sunnyvale and Pete McHugh offered the County building at 70 West Hedding. Lisa Rose will continue to look for appropriate future meeting sites.

8. ADJOURNMENT

The meeting was adjourned at 6:00 p.m.