

County of Santa Clara

Recycling and Waste Reduction Commission of Santa Clara County
Recycling and Waste Reduction Division

1555 Berger Drive, Suite 300
San Jose, California 95112
(408) 282-3180 FAX (408) 280-6479 www.ReduceWaste.org



TECHNICAL ADVISORY COMMITTEE MEETING MINUTES July 12, 2018

VOTING MEMBERS IN ATTENDANCE

| | |
|--------------------------------------|------------------|
| ACTERRA | Maija McDonald |
| CITY OF GILROY | Tony Eulo |
| CITY OF LOS ALTOS | Chris Lamm |
| CITY OF MILPITAS | Elizabeth Koo |
| CITY OF MORGAN HILL | Tony Eulo |
| CITY OF MOUNTAIN VIEW | Lori Topley |
| CITY OF SAN JOSE | Alana Lowrie |
| CITY OF SANTA CLARA | Dave Staub |
| CITY OF SUNNYVALE | Mark Bowers |
| COUNTY ENVIRONMENTAL HEALTH | Roel Meregillano |
| COUNTY RECYCLING AND WASTE REDUCTION | Bill Grimes |
| COUNTY UNINCORPORATED AREA | Wendy Fong |
| SANTA CLARA VALLEY WATER DISTRICT | Kirsten Struve |
| SIERRA CLUB | Heidi Melander |
| WEST VALLEY CITIES | Scott Holt |

Commissioners: Susan M. Landry, Chair ~ James R. Griffith, Vice-Chair ~ Mary-Lynne Bernald ~ Lan Diep ~ Linda J. LeZotte ~ Pat Showalter ~ Rod Sinks ~ Mike Wasserman ~ Kathy Watanabe

VOTING MEMBERS NOT IN ATTENDANCE

CALIFORNIANS AGAINST WASTE
 CITY OF CUPERTINO
 CITY OF CAMPBELL
 CITY OF MONTE SERENO
 CITY OF PALO ALTO
 CITY OF SARATOGA
 CLARA MATEO
 CLEAN WATER FUND
 SAN JOSE STATE UNIVERSITY
 SILICON VALLEY LEADERSHIP GROUP
 TOWN OF LOS ALTOS HILLS
 TOWN OF LOS GATOS

OTHERS IN ATTENDANCE

| | |
|-------------------|--------------------------|
| Zoraya Atayde | GreenWaste Recovery Inc. |
| Clifton Chew | SCC RWRD |
| Emily Finn | GreenWaste Recovery Inc. |
| Michael Geiss | Republic Services |
| Chris Hickey | City of San Jose |
| Katelyn Lewis | GreenWaste Recovery Inc. |
| Janine McCurdy | City of Mountain View |
| Lina Prada-Baez | City of Santa Clara |
| Rebecca Sale | GreenWaste Recovery |
| Jeanne Serpa | Republic Services |
| Shayan Shafikhoni | |
| Cole Smith | UCCE |
| Ursula Syrova | City of Cupertino |
| Miranda Wang | BioCollection, Inc. |
| Jeanny Yao | BioCollection, Inc |

1. Call to Order

Mark Bowers, Chair called the meeting to order at 1:34 p.m. A quorum of 17 was present. All present introduced themselves.

2. Approval of Minutes

Lori Topley made a motion to approve the minutes from the May 10, 2018 meeting. The motion was seconded by Chris Lamm; all present voted to approve the minutes. Those not present at the May 10, 2018 TAC meeting abstained.

3. Public Presentations

There were no public presentations.

Agenda item 4 was skipped and heard later.

5. Living Wage for Solid Waste Contracts

Alana Lowrie discussed the feasibility/engage support for a regional living wage standard applicable to workers in solid programs who are helping to keep our city safe and working towards achieving zero waste goals. This initial step of discussion at TAC could be followed by the next step of a recommendation to the RWRC. She indicated that the cost of living is very high in Santa Clara County, one of the highest in the country, which makes it very challenging for many workers in the area to cover basic needs. This effort began when San Jose City Council directed staff to include living wage language in future contracts. The city is currently in contract negotiations with residential haulers and this is their opportunity to incorporate living wage language into the agreement. They are working on a modified living wage because San Jose material is only a portion of what the GreenWaste facility processes. Because the facility does not handle 100% San Jose material, they cannot subsidize the material originating from other jurisdictions that the workers are touching. The modified living wage formula will be going to San Jose City Council on August 21. It would be a step forward in social equity if adopted regionally. This would affect MRF workers (sorters, equipment mechanics, customer service representatives and mechanics for collection vehicles) and direct contract workers, but not subcontractors. This would have added cost to San Jose and potentially their rate payers but might be less of an impact for smaller cities.

Mark Bowers indicated that Sunnyvale is supportive of a minimum wage and contractually, they require prevailing wages for their collection contract and for the SMaRT Station[®] operation, the contract specifies the minimum wage for each worker category. He felt that the elected officials would not be opposed to a regional living wage. Mark also noted that from the facility operator's point of view, after the state required prevailing wage on maintenance contracts, the City's costs for some maintenance contracts have tripled.

Tony Eulo had a couple of comments: 1) he asked 'what is the fiscal impact'; and 2) he felt the south county City Councils may not favor a regional living wage. He also asked who determines the living wage.

Chris Hickey explained the memo to San Jose City Council indicated that the living wage would increase the operating budget by \$3M overall but was not sure what the number would be on a per/ton basis. The living wage was established in 1998 and has a (SF/Oakland/San Jose) CPI factor as well as a geographic factor. A significant driver in the geographic factor is the rental market and this past year was 117 times the U.S. poverty level. He noted that for the last 20 years the average annual increase has been about four and one-half percent increase.

The Refuse Rate Index (RRI) that is the annual adjustment methodology for Recycle Plus contractor's compensation has averaged approximately 3% over the past 6-7 years, but the increase in the City's Living Wage has averaged an 8% increase annually. The RRI uses National indices and the Living Wage uses local indices that are heavily impacted by the cost of housing in the area.

Lori Topley commented that this boils down to asking every city to adopt a living wage ordinance. Additionally, it would require adopting a formula that San Jose has already developed which is complicated and outside her field, which makes her uncomfortable recommending something when she is not familiar enough with the data and methods involved.

The discussion concluded with general concerns that irrespective of the stance on living wage within the TAC represented group, that this appears to be more a city manager-level item. This item would be better suited for the Cities Association than the Recycling and Waste Reduction Commission.

Agenda item 4 was heard at this time.

4. BioCollection

Miranda Wang gave a presentation on breaking down film plastics to basic components. The process is done in 500g batch quantities. She is working on the next phase of scaling up the process for commercialization where feed stock would be continuous and getting up to 5 metric tons per day. They would also like to conduct additional research to expand processing to include multi-layered polypropylene.

TAC members suggested that the heat source be electrical for sustainability. Additionally, it was recommended for permitting purposes that they consider applying as a chemical manufacturer rather than a waste management facility.

5. Living Wage for Solid Waste Contracts

This item was heard earlier.

6. Recycling and Waste Reduction Commission (RWRC) Update

Bill Grimes said the Commission met on June 20 for a study session based on a single subject which was the final informal draft regulations for SB 1383. He said Mark Bowers provided a succinct and thorough summary of our collective concerns. This was to familiarize the RWRC as to why we are concerned in both content and approach in perspective of CalRecycle in the development of these regulations. Commissioners were presented with a few recommendations: 1) encourage dialog with their communities, jurisdictions and staff; 2) each jurisdiction would send comment letters to CalRecycle regardless of timeline/deadlines; 3) develop letter from the Commission which the Chair would sign on behalf of the Commission; and 3) Commissioners would take the issue up with the Cities Association, League of California Cities, CSAC and other organizations/affiliations to which they belong. Commissioner Wasserman was willing to entertain a letter going through the County Board of Supervisors. Commissioner Showalter was looking at getting onto the agenda of the Cities Association which Commissioner Griffith spoke to as well. Afterward there was some conversation about the politics behind it and to get a better perspective as to why this prescriptive approach was happening. Bill said there was some homework: County staff was directed to work with a lobbyist in Sacramento to see if there is any kind of special interest or other forces at work/considerations that better explains why this style of regulatory approach has been presented. The next RWRC meeting is August 22 [Note: this meeting was subsequently canceled, and the next regular meeting is October 24]. A draft letter has been signed by Chair Landry and sent to CalRecycle. County staff is developing a similar letter for the Board of Supervisors. Lisa Rose sent out a copy of the letter to cities this week, and supporting power point presentation.

7. Division Manager's Report and Updates on Countywide Programs

A. Disposal Reporting System – viewable on-line.

B. Other – Fiscal year ended and getting all the reports ready.

8. Subcommittee Reports and Updates on Countywide Programs

A. Enforcement – Did not meet.

B. Household Hazardous Waste – Alana Lowrie said they did not meet in July but provided a June update. Kristen gave a recap for FY17-18 HHW outreach campaign with the sports partnerships – Earthquakes and Sharks. She sent out an email to cities to use the material that has already been approved by the Sharks and Quakes staff. Sharks collateral is available to use through the end of this month and the Quakes collateral is available to use until February 2019. Some low-cost examples of how to use the material include Google display ads, Facebook ads and Twitter ads. Of the three, Twitter seemed the most effective. Program update reported to-date has appointments at 31K and estimated end of year was 34K. There was an update on the pharmaceutical and sharps ordinances. The Med Project will be installing additional take back bins in June; after that, CVS was going to install bins and Valley Med will be transitioning to Med Project bins. County staff was finalizing AB939 and HHW agreements.

The lease for the San Jose facility was extended for three years. Improvements were negotiated and until completed, there will be operations and maintenance costs deducted from the lease.

C. Legislation – Lori Topley said there was a June 1st deadline for a bill that started in one house to pass to the other. If the bill didn't pass to the other house, it might die or be part of a two-year cycle.

Lori Topley discussed the following bills:

- AB 1884: Straws upon request – now in Senate Appropriations
- AB 2110: Right to repair – pulled by author
- AB 2379: Plastic microfiber pollution – pulled by author
- AB 2766: Reinstatement of plastic market development – now in Senate Appropriations
- AB 2779: Connect the caps – pulled by author
- AB 3178: Good faith effort – now in Senate Appropriations

[CalRecycle give good faith effort in regard to China's National Sword policy]

- SB 168: Minimum recycled content for beverage containers – now in Assembly Appropriations
- SB 452: Bottle bill fix – now in Assembly Appropriations
- SB 1335: Sustainable packaging – now in Assembly Appropriations
[limiting single use take-out packaging]

Mark Bowers gave an update on the SWANA legislative task force

- SB 212 : Sharps bill – pharmaceutical is not opposing, negotiations to be held
[Vets and Ag both asked for exemptions]

D. Operations – Cheri Donnelly was not present.

E. Public Education – Dave Staub said he had a report from Karin Hickey. Lisa Rose sent out information to all TAC members about Recycle Right Campaign at 'www.ReduceWaste.org/RecycleRight', the landing page for the campaign. It includes all the videos and links to each jurisdictions' webpage that address recycling questions. There will be one to two Facebook posts per week, one related to campaign art and videos and a general post about 'Recycling Right' which includes tips that work for all cities, background information on the state of recycling, and how contamination affects processing. A large billboard will be going up on 880 at Brokaw on July 16 as well as ads on transit shelters. All assets of the media schedule are available,

jurisdictions are encouraged to use them as they distribute information, including hauler newsletters. Prize wheel and give away items were purchased. Give away items include: reusable straw with cleaner in a pouch; reusable utensil set with pouch; and reusable produce bags. All items are branded with the RWRC logo and housed in the county offices; there is a limit of 100 items per event and Lisa has distributed the link to reserve give-away items/prize wheel. The next PubEd meeting is July 24. Bill Grimes passed around samples of the give-away items. He also noted that the ReduceWaste webpage had the recycle right campaign featured prominently so people do not need to enter a long URL address. Lori Topley encouraged jurisdictions to look at the ads and use them as much as possible since the PubEd Subcommittee worked very hard on this campaign. Tony Eulo indicated that Lisa has not reached a saturation point on sending out messages encouraging jurisdictions to reinforce the message and she should continue to do so throughout the campaign as we can all use more reminders.

- F. Source Reduction and Recycling – Lina Prada-Baez said Nancy Fishman from Food Rescue provided an update in that the truck, already purchased, is in LA to get the refrigeration unit installed. They are hoping to have the truck up and running by September 24 which coincides with the first day of school at Stanford, which is also the main donor of food for the pilot. Nancy also mentioned that Stanford is changing their policy regarding leftovers. Leftover food now needs to be used within 24 hours or it would be eligible for A La Carte distribution. An alliance between Second Harvest and representatives from Community Services in Mountain View and Sunnyvale has been formed to try and establish distribution routes for the food truck. The next step is talking with Foothill and De Anza Colleges because it said that 10% of the student population doesn't have access to food on a daily basis. There is also a backup plan for the surplus food that A La Carte is unable to distribute.

Lina said Samantha Sommer with ReThink Disposable provided an update via phone. Samantha is wondering if she has exhausted all her leads from city staff since she has not received any new referrals except for three from the West Valley Cities. She had conducted two webinars explaining the program which were recorded for future use if needed. She is working on a press kit that can go out to TAC so jurisdictions can promote the program. There are currently seven active businesses participating with 19 priority leads that are close to signing up. Additionally, she will be speaking in the Zero Waste track at CRRA. Samantha said there is a company called Dish Joy that is similar to Go Box but for corporate cafeterias where they provide all the different food ware by coming in at night to collect used food ware while dropping off clean items. It was requested to list jurisdiction with active participants.

For Sustainable Materials Management (SMM), the subcommittee has been refining the list of criteria for an RFP that will develop a Community Based Social Marketing (CBSM) program addressing food waste. The program should include creating behavioral change to prevent food waste from being created in the first place. There are two parts to the RFP: a strategic plan and an implementation plan. There was a reminder that July 2018 was the beginning of the second (and final) year of the two-year project.

- G. South Bay Green Gardens – Lina Prada-Baez said analytics for the website show it is doing really well. For the past 30 days from the June 5 meeting, the website had almost 5K unique visitors which is an 84% increase from the previous month. There were over 7,300 page views which is a 60% increase. The subcommittee would like to meet with or ask PubEd to get the word out about the website. PubEd will get the word out through their channels if SBGG is willing to provide the blurbs or template posts. The Water District is paying \$5K for an ad in the *San Jose Mercury News*. For social media, the first Facebook ad that went out promoting the page in general got 54K views and 4K clicks at about \$1,800. A second ad ran for about a month which was directing people to the events page, which got 1,900 clicks and reached about 56K people and cost \$1,200. Google

AdWords for May resulted in 1,500 clicks 38K impressions. The advertising ran until the end of the fiscal year and is being re-run. There are seed packets available for jurisdictions that request them. The City of Santa Clara used these as giveaway items in their July 4th celebration. There are about 6K left and anyone interested can contact Karen Koppett for them. The City of Santa Clara came up with a display box, a photo is being shown, and will make it available for other cities to check out if they want to have a display. The subcommittee is currently working on a photo contest as next step.

Tony Eulo wanted to acknowledge the Water District's financial contribution.

9. Program Update

- A. Green Business – in packet.
- B. Composting Education – report sent out. Cole Smith noted that they graduated 16 new Master Composters, with three from Our City Forest and one from GreenWaste. There is a school group that is organizing for getting into classrooms. A suggestion was made to have teachers possibly get continuing education credit for learning composting and being able to teach it in class.
- C. Recycling Hotline – no report.

10. IC Update

IC did not meet.

11. Items for Future Agenda/ Guest Speakers

No items.

12. Informational Updates and Announcements

Cole Smith said Institute for Local Self Reliance is doing a webinar on Tuesday at 2PM EST called Detailing Successful Local Government Home Composting Programs.

Katelyn Lewis said GreenWaste updated an assembly line which should be up and running on Monday.

Alana Lowrie had two items: 1) Recycle Plus residential contracts going to council next month for possible extension; and 2) C&D peer learning exchange went well last week.

Dave Staub said there was a council study session on SB1383, looking at the next generation of franchise agreements coming up (hiring a consultant to help develop RFP) and potentially partnering up with the SMaRT Station.

Heidi Melander noted that there was a local sustainability group in Mountain View that worked for six months on GHG reduction and solid waste emissions for the city.

Ursula Syrova said Cupertino will be doing a small single-family cart waste characterization study for all three streams.

Mark Bowers said they had looked at 900 random carts from each of the 35 weekly residential garbage/food scraps routes. Researcher looked in the lids of food scraps cart and 55% had the correct material, 18% had incorrect material and the remaining percentage did not participate. Looking at the recycling carts found 74% had incorrect material. Thus there is a lot of work still to be done.

13. Adjournment

The meeting adjourned at 3:33 p.m.

