

MARIN COUNTY HAZARDOUS & SOLID WASTE
MANAGEMENT JOINT POWERS AUTHORITY

AB 939 LOCAL TASK FORCE

Wednesday, June 2, 2010
Suite 200-A Conference Room
65 Mitchell Blvd., San Rafael

8:30 -10:00 AM

AGENDA

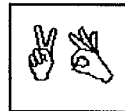
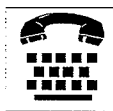
Call to Order.

- 1) Open Time for Public Comment.
- 2) Approval of the March 3, 2010 JPA Local Task Force Minutes (Action – 5 Minutes).
- 3) Legislative Platform Approval (Action – 20 minutes).
- 4) Local Task Force Procedures Approval (Action – 20 Minutes).
- 5) Communication Plan. (Discussion – 45 Minutes)
- 6) Adjourn.

Next LTF Meeting will be held on July 7, 2010 at 8:30 AM.
Next Executive Committee Meeting will be held on July 21, 2010.
Next JPA Board Meeting will be held on June 24, 2010.

The full agenda including staff reports can be viewed at
www.marinrecycles.org/mins_agendas.cfm

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Contact the County's Waste Management Division, at 499-6647 for more information

Draft

MARIN COUNTY HAZARDOUS & SOLID WASTE
MANAGEMENT JOINT POWERS AUTHORITY

AB 939 Local Task Force Meeting
Wednesday, March 3, 2010
Suite 200-A Conference Room
65 Mitchell Blvd., San Rafael

MINUTES

MEMBERS PRESENT

Patricia Garbarino, Marin Sanitary
Ramin Khany, Redwood Landfill
Jon Elam, Tamalpais CSD
Tamara Hull, Sustainable San Rafael
Tania Levy, Unincorporated Area
Loretta Figueroa, Almonte Sanitary District
Tom Gaffney, Ross Valley Cities
David Haskell, Sustainable Marin
Steve McCaffrey, Redwood Empire Disp.
Trip Allen, Sierra Club

STAFF PRESENT

Michael Frost, JPA Staff
Alex Soulard, JPA Staff
Eric Lueder, JPA Staff

OTHERS PRESENT

Roger Roberts, Marin Conserv. League
Dee Johnson, Novato Sanitary District
Joan Irwin, Environmental Forum of Marin
Bruce Baum, Green Coalition
Kerry Mazzoni

MEMBERS ABSENT

Greg Christie, Bay Cities (Alternate)
Terry Cosgrove, San Rafael
Matt McCarron, Novato

Call to Order. The Local Task Force (LTF) meeting came to order at 8:35 AM.

1. Open Time. Bruce Baum stated that he is submitting franchise agreement language to staff that he compiled along with several members of environmental organizations.

Joan Irwin introduced herself and stated that she was working as part of a group to help facilitate food waste composting in Marin.

2. Approval of the February 3, 20010 JPA Local Task Force Minutes. M/s Figueroa, Hull to approve the February 3, 2010 meeting minutes. Motion approved unanimously.
3. Legislative Platform Update. Staff reported that in October of 2009 the JPA Executive Committee requested the Local Task Force develop a Legislative Platform for the JPA to adopt. The platform would allow staff to send letters of support for legislative topics covered by the platform. After working with a subcommittee of Patty Garbarino and Tania Levy they thought it would be good to include a section that focused on making products of uniform material types to enhance recyclability. Trip Allen suggested changing language to differentiate between types of PVC and expanded polystyrene that the JPA would support bans for. Jon Elam stated that if members were going to try and make several last minute edits it might be good to submit them via email to

staff and revisit the item at the next LTF meeting. M/s, Elam, Figueroa to place the Legislative Platform on the April Local Task Force Agenda following additional comments.

4. Comparison of Municipalities' Local task Force Codes and Bylaws. Staff reported that following a request by the LTF for a comparison of Local Task Force Bylaws and Codes of Practice staff received information from local municipalities including Napa, Sonoma and Alameda County. State regulations identify the role of a LTF is advisory for review of Integrated Waste Management Plan Documents and for review of policies to meet solid waste management needs. The bylaws of other agencies specify officer roles, membership makeup, voting requirements, purpose, and meeting frequency. David Haskell stated that bylaws give good terms of reference for the role and order the LTF. Jon Elam asked if any members would like to form a subcommittee to develop a draft for the LTF. Ramin Khany asked whether the LTF should take the initiative to write bylaws or if the LTF should only do this following JPA direction. M/s, Hull, Elam to have interested LTF members produce draft bylaws that will be placed on the April LTF agenda for discussion and approval.

5. Zero Waste Feasibility Study Implementation Update. Staff reported that an ad hoc subcommittee of the JPA Board met once to discuss developing a budget proposal for Zero Waste Programs. The Subcommittee wants recommendations from the Local Task Force in developing ordinance and franchise agreement language, developing a communications plan, and continuing work on LTF Bylaws. A Communication Plan would detail types of media, messages and organization partnerships to use for outreach, while taking into account all current actions. David Haskell asked what the goals of the communication plan would be. Staff responded that it would be up to the LTF to decide. Jon Elam suggested we could mirror the type of programs that stopwaste.org operates. Roger Roberts stated that the first step is to make the public aware of the Zero Waste Study and goals, but the LTF will need to develop a message. David Haskell stated that the JPA should hire a contractor to develop the plan or hire additional staff to complete the work. Bruce Baum stated that Delyn Kies or Gary Liss can be hired to develop a plan. Patty Garbarino offered to share Marin Sanitary's outreach materials. Jon Elam suggested that the LTF should meet with the JPA Subcommittee and possibly add LTF members to the group. Ramin Khany stated that a good first step would be for the haulers who are members of the task force to bring their materials to the next meeting for discussion. Steve McCaffrey suggested that staff may be able to provide the materials from the other haulers. Dee Johnson stated that gathering what is already available is a great place to start before developing the plan. Keri Mazzoni stated that she wanted to remind everyone the County and districts are in financial trouble additional staffing or funding may be difficult.

6. Adjourn. – Next meeting scheduled for April 7, 2010 at 8:30am

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

Belvedere:

George Rodericks

Date: June 2, 2010

Corte Madera:

David Bracken

To: Local Task Force Members

County of Marin:

Matthew Hymel

From: Alex Soulard

Fairfax:

Michael Rock

Re: Legislative Platform Approval

Larkspur:**Mill Valley:****Novato:**

Michael Frank

At their October 21, 2009 meeting the Executive Committee directed the Local Task Force to develop a recommended Legislative Platform for presentation to the JPA Board. The goal of having the JPA adopt a Legislative Platform is to allow staff to submit letters of support for legislation based on a set of criteria in a timely manner instead of waiting for individual bill evaluation at JPA Executive Committee or Board meetings.

Ross:

Gary Broad

LTF Subcommittees met on several occasions to develop a platform which is based on the City of San Francisco's platform language. The platform was also presented to the LTF at your March 2010 meeting, and was circulated to the LTF via email following that meeting for final revisions.

San Anselmo:

Debbie Stutsman

San Rafael:

Ken Nordhoff

On May 5, 2010 a subcommittee of the LTF met and made minor final revisions to the platform and recommended the LTF approve the platform and forward it to the JPA Board for final approval.

Sausalito:

Adam Politzer

Tiburon:

Margaret Curran

Staff requests your Task Force approve the attached Platform and recommend adoption to the JPA Board.

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**Marin County Hazardous and Solid Waste Management
Joint Powers Authority
DRAFT STATE LEGISLATIVE PLAN**

APPROVED _____ 2010

In accordance with the mission of Marin County Hazardous and Solid Waste Management Joint Powers Authority this Legislative Plan is intended to serve as a guide to the JPA's policy positions on legislative issues that impact the JPA, the community and the environment. This Legislative Platform of the JPA is intended to allow staff to respond to legislative proposals expeditiously in accordance with the following general and specific policy guidelines. It shall be the general position of the JPA to support state and federal legislation that furthers the policy goals and program objectives of the Countywide Plan, the California Integrated Waste Management Act (AB939), the JPA's Extended Producer Responsibility Resolution, and the adopted program objectives of the JPA's Zero Waste Feasibility Study, or meets the specific legislative criteria described in this document.

Staff, with the support of the Local Task Force, will track legislation and changes to proposed bills. Staff will support or rescind support for bills on behalf of the JPA. Changes, updates, or new drafts of this legislative plan will be submitted to the JPA Executive Committee for approval at one of their regularly scheduled meetings.

The JPA would support legislation that:

1) ZERO WASTE

- a) Sets higher landfill diversion goals for local or state agencies, improves measurement and reporting system, or puts more responsibility on producers.
- b) Mandates strong waste prevention or recovery goals for products (such as supermarket bags and water bottles) through such mechanisms as consumer fees or deposits including support for a national bottle bill.
- c) Bans polystyrene foam or single use PVC items and requires disposable items (such as foodware or packaging) to be compostable or recyclable.
- d) Requires products to be made more recyclable (such as container lids) or compostable, or with more recycled content.

- e) Improves labeling of products that are compostable, recyclable or neither, and provides for State enforcement.
- f) Creates a strong producer responsibility framework or product category specific requirements for manufacturers to reformulate their products to make them less toxic and easier to reuse, repair, recycle or compost, as well as take actual or financial responsibility for handling disposal of their products.
- g) Expands the California Beverage Container Recycling and Litter Reduction Act to further encourage redemption, include items such as wine and liquor bottles, milk jugs, or other plastic containers and promote reuse.
- h) Strengthens adequate and convenient space requirements for recycling and composting or restricts trash chutes that work against landfill diversion.
- i) Encourages deconstruction, and use of recycled materials in new construction.
- j) Mandates recycling and composting for businesses, multi-family residences, schools and institutions.
- k) Disallows materials such as yard trimmings or cardboard in landfills. Reduces or eliminates diversion credit for using materials as alternative daily cover that have higher and better uses, such as yard trimmings.
- l) Encourages siting of composting and anaerobic digestion facilities, especially those that are permitted to accept food scraps.
- m) Helps give proper greenhouse gas emissions reduction credit to waste prevention, recycling and composting, including creating a better system to allocate greenhouse gas.
- n) Encourages, provides instruction, and incentives for farmers to use compost, to replenish soils, reduce emissions and conserve water and resources.
- o) Increases payments to Cities and Counties or establishes fees at landfills to fund waste reduction activities.
- p) Supports domestic recycling facilities, such as paper mills, plastic manufacturing, to use and produce products from recycled materials.

- q) Provides financial incentives to businesses and manufacturers to produce less toxic products and to produce products that are easier to reuse, repair and recycle.

2) TOXICS

- a) Requires manufacturers and distributors to develop and fund convenient systems for collecting and recycling/properly disposing of certain products (Universal Waste, Household Hazardous Wastes, or Medical Waste) at the end of their useful life.
- b) Strengthens California's regulation of chemicals in consumer products.
- c) Expands the number of chemicals tracked in the State's Bio-monitoring program (authorized in SB 1379).
- d) Supports the Department of Toxic Substances Control's (DTSC) Green Chemistry Initiative.
- e) Strengthens chemical labeling requirements on consumer products.
- f) Empowers the Department of Toxic Substance Control to require manufacturers to submit health and environmental data on the chemicals they sell in California
- g) Mandates that recycled content be used in motor oil sold in California.
- h) Opposes or limits spraying of pesticides in urban areas, pending a rigorous alternatives assessment.
- i) Mandates proper disposal and reduced use of endocrine disruptors.

The JPA would oppose legislation that:

1) ZERO WASTE

- a) Allow the use of funds from the California Beverage Container Recycling Fund for any uses other than redemption, grant funding, program administration or waste reduction programs.
- b) Provide Incentivizes to build high temperature "waste to energy" facilities that use materials that could be reduced, reused, composted or recycled, or includes such facilities as "renewable energy" (Does not include dedicated boilers using wood chips and construction waste.)

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

Belvedere:

George Rodericks

Date: June 2, 2010

Corte Madera:

David Bracken

To: Local Task Force Members

County of Marin:

Matthew Hymel

From: Alex Soulard

Fairfax:

Michael Rock

Re: Local Task Force Procedures Approval

Larkspur:**Mill Valley:**

At your February 3, 2010 meeting the Local Task Force began discussing the creation of formal procedures for Task Force conduct. Staff compiled examples of neighboring municipalities' Local Task Force Procedures. Following your March 3, 2010 meeting your Chair developed a set of draft procedures.

Novato:

Michael Frank

The draft procedures were circulated to all Local Task Force members prior to the LTF Subcommittee meeting on May 5, 2010. The subcommittee reviewed the document at their May meeting making minor grammatical changes. The subcommittee recommended that the LTF approve the Procedures and recommend that they be adopted by the JPA Board.

Ross:

Gary Broad

San Anselmo:

Debbie Stutsman

San Rafael:

Ken Nordhoff

Sausalito:

Adam Politzer

Tiburon:

Margaret Curran

Currently, the Local Task Force role and procedures are outlined by State Regulation and the JPA Agreement. The limited definition describes the role as advisory for review of the Integrated Waste Management Plan documents and to provide guidance for review of policies and procedures to meet solid waste management needs. The attached document clarifies and designates officer roles, membership makeup, voting requirements, purposes, and meeting frequency.

The attached procedures have been updated to include all LTF members' corrections and have been reviewed by the JPA's Counsel.

Staff requests your Task Force approve the attached procedures and recommend adoption to the JPA Board.

Attachment

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MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT
JOINT POWERS AUTHORITY (JPA) - AB939 LOCAL TASK FORCE (LTF)
PROCEDURES

SECTION 1 – SUMMARY OF PURPOSES AND RESPONSIBILITIES

- Identify solid waste management issues of county-wide or regional concern
- Make recommendations to the JPA Board regarding updates and maintenance of the County Integrated Waste Management Plan including the five-year review(s) as set forth in Public Resources Code Sections 41770 and 41822
- Monitor and review proposed legislation related to integrated waste management. If determined appropriate, propose recommendations to the JPA Board regarding advocating for legislation that will assist the County in meeting its goals pursuant to the California Integrated Waste Management Act
- Consider recommendations to the JPA Board regarding ordinances and/or minimum standards for possible adoption by local jurisdictions to assist in meeting the goals according to the California Integrated Waste Management Act and related legislation

SECTION 2 – MEMBERSHIP

The JPA Board has determined that the LTF membership shall include at least two representatives of waste haulers, with two alternate members for those positions, three representatives of environmental organizations, two representatives of special districts involved in the regulation and disposal of waste, and five public representatives appointed by the member agencies serving on the JPA Executive Committee.

LTF members shall be appointed by the JPA Board of Directors, with the exception of the five public representatives which will be appointed by the respective member agency serving on the JPA Executive Committee.

SECTION 3 – MEETINGS

LTF regular meetings will be held monthly on the first Wednesday of each month in the offices of the Marin County Department of Public Works or other available locations. All regular meetings shall comply with the noticing, agenda, and comment requirements of the Brown Act (Government Code §54950 et seq.). Special meetings may be called by the Chair or by a majority of the members, and held in accordance with the requirements of the Brown Act.

SECTION 4 – QUORUM, VOTING, AND RULES OF ORDER

A quorum for the transaction of business shall exist when a majority of the appointed members are present. When a quorum is present, action may be taken by the LTF upon

the affirmative vote of a majority of the members present, unless a greater voting requirement is prescribed by statute. Meetings of the LTF shall be governed by Robert's Rules of Order.

SECTION 5 – ELECTION OF OFFICERS, TERM, AND DUTIES

The officers of the LTF shall be the Chair and Vice-Chair. Elections will be held at the first meeting of the calendar year and the Chair and Vice-Chair will assume responsibilities immediately. The term of the Chair and Vice-Chair shall be one year.

If at any time the Chair vacates this position, the Vice-Chair shall assume the role of Chair for the remainder of the elected term and is authorized to appoint a new Vice-Chair to serve the remainder of that elected term.

CHAIR'S DUTIES

1. Conduct meetings
2. Make reports to the JPA Executive Committee and Board of Directors.
3. Other duties as requested by LTF membership

VICE-CHAIR'S DUTIES

1. Acting Chair in the absence of Chair
2. Other duties as requested by LTF membership

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

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George Rodericks

Date: June 2, 2010

Corte Madera:

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To: Local Task Force Members

County of Marin:

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Re: Communication Plan

Larkspur:**Mill Valley:****Novato:**

Michael Frank

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At the request of JPA Board members the LTF began discussing ways to develop a Communication Plan for programs new Zero Waste activities the JPA will begin to implement. At the May 5, 2010 LTF Subcommittee meeting members discussed available materials and media outlets. The group agreed that as part of an advertising campaign the JPA will need a consistent, uniform and concise message that will direct the public to the JPA's website. The Subcommittee also voiced a need to move away from printed handouts and towards electronic media.

Staff has solicited an RFP for website updates and has received qualified responses. Based on proposals staff has selected a preferred contractor and has received additional proposals from them for enhanced services including branding exercises, community surveys, iPhone applications, and social media updates. The website update will be discussed by the JPA Board at their upcoming meeting to determine the scope of work and contract negotiation process.

In addition to the website update, staff has contacted several advertising agencies and has spoken with them regarding costs of advertising campaigns through billboards, public transportation banners, online sources, print ads, television, and radio spots. Costs vary greatly depending on the type of media used and the frequency of views and penetration.

Key to effectively presenting a public education advertising campaign will be developing the message the JPA desires to impart. As noted in the legislative platform in this agenda the JPA has many desired goals. Most of the advertising agencies we have talked with advised a simple, clear message as being most effective. Therefore, before contracting with a media expert to develop a creative media program, it would be important to refine the message.

Staff requests your Task Force focus discussion on the desired messages and target audiences.

