

MARIN COUNTY HAZARDOUS & SOLID WASTE  
MANAGEMENT JOINT POWERS AUTHORITY

AB 939 LOCAL TASK FORCE

Wednesday, January 5, 2011  
Suite 200-A Conference Room  
65 Mitchell Blvd., San Rafael

8:30 -10:00 AM

AGENDA

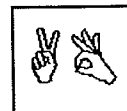
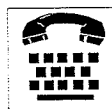
Call to Order.

- 1) Open Time for Public Comment.
- 2) Approval of the September 1, 2010 JPA Local Task Force Minutes (Action – 5 Minutes).
- 3) Zero Waste Grant Program Options (Action – 35 Minutes).
- 4) Local Task Force Vacancy Update (Information – 20 Minutes).
- 5) Zero Waste Outreach Program Update (Information – 20 Minutes).
- 6) Open time for Member Comment. (Information – 10 minutes).
- 7) Adjourn.

Next LTF Meeting will be held on February 2, 2011 at 8:30 AM.  
Next Executive Committee Meeting will be held on January 13, 2011 at 1:30 PM.  
Next JPA Board Meeting will be held on January 27, 2011 at 9:00 AM.

The full agenda including staff reports can be viewed at  
[www.marinrecycles.org/mins\\_agendas.cfm](http://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, September 1, 2010  
Suite 200-A Conference Room  
65 Mitchell Blvd., San Rafael

## MINUTES

**MEMBERS PRESENT**

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

**STAFF PRESENT**

Eric Lueder, JPA Staff  
Alex Soulard, JPA Staff  
Kiel Gillis, JPA Staff

**OTHERS PRESENT**

Dee Johnson, Novato Sanitary District  
Kerry Mazzoni, Public  
Joan Irwin, Marin Food Scrap Recycling  
Roger Roberts, Marin Conserv. League  
Madeline Hope, County DPW Waste Ed.

**MEMBERS ABSENT**

Greg Christie, Bay Cities (Alternate)  
Trip Allen, Sierra Club  
Judy Schriebman, LGVSD

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

1. Open Time. No comments were received.
2. Approval of the August 4, 2010 JPA Local Task Force Minutes. M/s Figueroa, Hull to approve the August 4, 2010 meeting minutes. Motion approved unanimously.
3. 2009 Annual Report Submittal. Staff reported that the 2009 annual report was submitted to the Department of Resources Recycling and Recovery on August 2, 2010. The disposal rate was 3.8 pounds per person per day, which is down from 4.5 pounds in 2008 and 4.9 pounds in 2007. The JPA has met its AB939 diversion requirement and will as long as it remains below its disposal target of 7.6 pounds per person per day.
4. Status Update on Zero Waste Programs.
  - a) Outreach Request for Qualifications. Staff reported that the Request for Qualifications (RFQ) for the Zero Waste Outreach Program was released on August 15, 2010 and responses are due by October 1, 2010. Roger Roberts suggested that Green Sangha and other environmental organizations be contacted to circulate the RFQ. Staff stated that the RFQ has been distributed

to the JPA Board Members, the LTF, the JPA's interested parties list, as well as several lists of outreach contractors provided by CalRecycle. Jon Elam asked if there is a formal process to evaluate the responses to the RFQ. Staff stated that the process will be determined by the JPA Executive Committee, but staff will aim to have proposals evaluated, a preferred contractor selected, and a contract negotiated by the January 2011 JPA Board Meeting.

- b) Elementary School Outreach Contract. Staff reported that a contract has been negotiated with ZunZun to present Zero Waste assemblies at Marin elementary schools. The firm has experience presenting on many environmental topics to local elementary schools. David Haskell suggested that staff video tape presentations and post that content on the JPA website. Madeline Hope asked if Mary Jane Burke could be placed on the JPA. Patty Garbarino stated that she would be willing to participate on an education subcommittee to work with ZunZun on program development. Matt McCarron suggested the JPA look into expanding the program to target children in middle school and high school age groups. Tamara Hull asked if the presentations are available in Spanish. Staff stated that ZunZun does provide bilingual assemblies. Loretta asked if private schools are eligible to receive presentations. Staff responded that they would need to check with Counsel to see if private schools would be eligible to receive the service. Patty stated that private schools are very active in promoting recycling programs. Tania Levy stated that the City of Berkeley hires a subcontractor to train school janitors in recycling programs.
- c) Toolkit Contract. Richard Tagore-Irwin stated that they are evaluating the best Construction and Demolition (C and D) ordinances to determine if incentives, deposit systems or regulation at the facility level work best to minimize waste. Certifying facilities and tracking projects through facilities seems to be the best method. Tania Levy stated that deconstruction needs to be included and the Green Building Codes may address some of the issues. Ramin Khany stated that they will be developing a Materials Recovery Facility and may look for the JPA's support of their development of the operation. Roger Roberts asked if the franchise language will state the Zero Waste goals. Richard Tagore-Irwin responded that they can supply the language but it will need to be negotiated between each municipality and hauler. Patty Garbarino stated that the goals should be on consumers to reduce how much they purchase instead of putting the burden on haulers. Jon Elam stated that programs need to be implemented region wide towards a common goal. He brought up the example of Almonte not adopting food scrap composting. Tamara Hull and Roger Roberts asked if there were going to be rates based on disposal or on a base cost of operation. Richard Tagore-Irwin stated that they would address the issue in the toolkit but cannot review rates for all service areas.

## 5. Adjourn.

# MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

**Belvedere:**  
George Rodericks

Date: January 5, 2011

**Corte Madera:**  
David Bracken

To: Local Task Force Members

**County of Marin:**  
Matthew Hymel

From: Alex Soulard

**Fairfax:**  
Michael Rock

Re: Zero Waste Grant Program Options

**Larkspur:**  
Dan Schwarz

As the JPA develops and rolls out it's budgeted grant program it is recommended the Local Task Force develop a full list programs that would be eligible for grant funding that can be brought to the JPA Board later this month.

**Mill Valley:**  
Jim McCann

Using the Alameda County Waste Management Authority's grant programs as a guide, staff and the JPA Grant Subcommittee developed a draft framework for the JPA's \$300,000 Zero Waste Grant Program. A detailed description of the grant program recommendations will be presented to the JPA Executive Committee and JPA Board at their January 2011 meetings.

**Novato:**  
Michael Frank

**Ross:**  
Gary Broad

**San Anselmo:**  
Debbie Stutsman

Under this program Marin's Cities, Towns, the County, and Special Districts that administer solid waste franchise agreements will be eligible to receive funds to administer elements of the Zero Waste Toolkit. For future years or for funding that exceeds the amount necessary to implement the toolkit documents member agencies must use funding for waste reduction or diversion programs, which could include:

**San Rafael:**  
Jim Schutz

**Sausalito:**  
Adam Politzer

- C and D Ordinance Enforcement Costs
- Large Event and Venue Recycling Costs
- Adding Public Recycling Receptacles
- Commercial Waste Audits
- Local Composting Classes
- Under-the-Counter Food Scrap Containers
- Multifamily and Commercial Recycling Programs
- Differential Costs of an Environmental Purchasing Policy

**Tiburon:**  
Margaret Curran

It is requested the LTF evaluate suggested programs and develop and approve a grant program list for the FY 11-12 budget cycle.

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# MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

**Belvedere:**  
George Rodericks

Date: January 5, 2011

**Corte Madera:**  
David Bracken

To: Local Task Force Members

**County of Marin:**  
Matthew Hymel

From: Alex Soulard

**Fairfax:**  
Michael Rock

Re: LTF Vacancies

**Larkspur:**  
Dan Schwarz

Over the course of the past three years the Local Task Force has expanded its membership and scope. However, during the same period several positions have been vacated, which has made it very difficult to obtain a quorum of members for meetings.

**Mill Valley:**  
Jim McCann

Currently, there are vacancies for an environmental position, the City of San Rafael public representative, the Southern Marin Cities public representative, and the Ross Valley Cities public representative.

**Novato:**  
Michael Frank

**Ross:**  
Gary Broad

The vacant Ross Valley LTF position represents the cities and towns of Ross, San Anselmo, Fairfax, Larkspur, and Corte Madera. The Southern Marin seat represents the cities and towns of Sausalito, Tiburon, Belvedere, and Mill Valley. Both of those positions require a recommendation by one of those City or Town managers to staff in order to be placed on the JPA Board Agenda for appointment. The San Rafael position is appointed by the City Council. Staff has notified all the JPA Board Members of these vacancies and their roles in filling them.

**San Anselmo:**  
Debbie Stutsman

**San Rafael:**  
Jim Schutz

**Sausalito:**  
Adam Politzer

Staff has been contacted by individuals who are interested in these positions and have directed them to contact the city managers for the areas represented. JPA staff has also solicited for the environmental position and has received the following three nominations.

**Tiburon:**  
Margaret Curran

Delyn Kies – Sustainable Novato  
Roger Roberts – Marin Conservation League/Sustainable San Rafael  
Jennie Pardi – Conservation Corps North Bay

The selection process for the environmental position will be placed on the January JPA Executive Committee agenda. The environmental member appointment and consideration of any additional nominations for the Ross Valley or Southern Marin positions may be made at the January 27, 2011 Board of Directors meeting.

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# MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

**Belvedere:**  
George Rodericks

Date: January 5, 2011

**Corte Madera:**  
David Bracken

To: Local Task Force Members

**County of Marin:**  
Matthew Hymel

From: Alex Soulard

**Fairfax:**  
Michael Rock

Re: Zero Waste Outreach Program Update

**Larkspur:**  
Dan Schwarz

On August 30, 2010 staff released a Request for Qualifications to implement a public outreach campaign to encourage community consumption to align with zero waste goals. Responses were due by October 1, 2010 and nine responses were received from the following firms:

**Mill Valley:**  
Jim McCann

1. Kimbrell & Company
2. Kendall Concepts
3. Citizen Group
4. Gigantic Idea Studio
5. G Rock
6. SGA (S. Gronner Associates, Inc.)
7. Hive Advertising
8. Gumas
9. Conscious Creative

**Novato:**  
Michael Frank

**Ross:**  
Gary Broad

**San Anselmo:**  
Debbie Stutsman

**San Rafael:**  
Jim Schutz

A subcommittee consisting of Local Task Force members Steve McCaffrey, Tamara Hall and Alex Soulard from staff reviewed and graded the written responses and selected the following three firms for interview:

**Sausalito:**  
Adam Politzer

1. Citizen Group
2. Gigantic
3. Hive Advertising

**Tiburon:**  
Margaret Curran

An interview panel consisting of JPA Chair Debbie Stutsman, Local Task force Chair, Jon Elam, Berkeley's Manager for Solid Waste and Recycling, Ken Etherington, and JPA staff, Eric Lueder and Alex Soulard interviewed the three firms and selected Hive Advertising as their preferred firm to negotiate a contract.

Hive Advertising listed several public agency clients who gave excellent reviews of the service and outcome of the media campaign produced by this firm. Since this is the first year for this JPA to undertake this type of activity it seemed appropriate to select a firm that is experienced in

working in the public sector and the associated public process that will be necessary in developing and implementing a successful program.

Staff is developing a contract with Hive Advertising that will be presented to the JPA Executive Committee and the JPA Board of Directors for approval at their January 2011 meetings.

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