

MARIN COUNTY HAZARDOUS & SOLID WASTE
MANAGEMENT JOINT POWERS AUTHORITY

AB 939 LOCAL TASK FORCE

Wednesday, April 1, 2015
Northgate Mall Community Room
5800 Northgate Drive, Suite 200
8:30 – 10:00 AM

AGENDA

Call to Order.

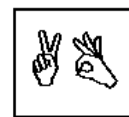
- 1) Open Time for Public Comment
- 2) Approval of the February 4, 2015 JPA Local Task Force Minutes (Action)
- 3) Welcome new LTF Member Adrian Bartshire (Information)
- 4) Update on JPA School Evaluation, Construction and Demolition Debris, and Outreach Programs (Information)
- 5) Updates from LTF Subcommittees, Discussion of Appointments to Subcommittees, and Establishment and Disbanding of Subcommittees (Information/Action)
- 6) JPA Executive Committee and Full JPA Board Meeting Schedule (Information)
- 7) Open Time for Member Comments (Information)

The next scheduled LTF Meeting is June 3, 2015 at 8:30 AM.

The full agenda including staff reports can be viewed at:

<http://zerowastemarin.org/Agenda>

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Contact the County's Waste Management Division, at 473-6647 for more information

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**MARIN COUNTY HAZARDOUS & SOLID WASTE
MANAGEMENT JOINT POWERS AUTHORITY**

AB 939 Local Task Force Meeting
Wednesday February 4, 2015
Northgate Mall Community Room
5800 Northgate Drive, Suite 200
San Rafael, Calif. 94903

Minutes

MEMBERS PRESENT

Loretta Figueroa, Almonte Sanitary District
Delyn Kies, Sustainable Novato
Renee Goddard, Ross Valley Cities
David Green, Unincorporated Marin County
Jennie Pardi, Conservation Corps North Bay
Joan Irwin, Southern Marin Cities
Ramin Khany, Redwood Landfill
Patty Garbarino, Marin Sanitary Service
Dee Johnson, Novato Sanitary District
Russ Greenfield, LGVSD
Steve McCaffrey, Redwood Empire Disposal

MEMBERS ABSENT

Matt McCarron, Novato
David Haskell, Sierra Club

STAFF PRESENT

Steve Devine, JPA Staff
Alex Soulard, JPA Staff
Kiel Gillis, JPA Staff
Casey Poldino, JPA Staff

OTHERS PRESENT

Kim Scheibly, Marin Sanitary Service
Matt Willis, Marin County Health Dept.
Eli Goodsell, Conservation Corps
Madeline Hope, West Marin Ed. Coord.
Alex Stadtner, Citizen
Tracy Keough, O'Rorke, Inc.

Call to Order. The Local Task Force (LTF) Meeting came to order at 8:31AM

1. Open Time for Public Comment

No public comments were heard.

2. Approval of the October 1, 2014 JPA Local Task Force Minutes and Approval of the December 3, 2014 JPA Local Task Force Notes

M/s Greenfield, Goddard to approve the October 1, 2014 Local Task Force minutes. The motion passed unanimously. M/s Figueroa, Irwin to approve the December 3, 2014 Local Task Force Notes. The motion passed unanimously

3. Presentation on Rx Safe Marin by Dr. Matthew Willis County Health Officer

Matt Willis, Marin County Health Officer, provided information on activities underway through Rx Safe Marin addressing the problems of prescription drug abuse. These activities include new partnerships with local communities, expanding the number of safe disposal locations, and educating the public. Mr. Willis updated the group on the current status with the Alameda County Pharmaceutical Take-Back Ordinance, and stated Marin County is exploring the possibility of enacting a similar ordinance. Mr. Willis fielded questions from Members on a variety of topics, and explained the possible need of additional funding by the JPA to cover the costs of expanded pharmaceuticals collection. M/s Garbarino, Goddard making a recommendation to the JPA Board

on the use of funding for the sharps and pharmaceuticals disposal programs. The motion passed unanimously.

4. Presentation by O'Rorke Inc. on Recent & Ongoing Outreach

JPA contractor O'Rorke, Inc. provided a presentation on recent and ongoing ZeroWasteMarin outreach efforts. These activities included HOA 'Green Tea' events, working with schools and libraries, Town Counsel / City Manager newsletters/website content development, commercial disposal outreach through Bay Cities Refuse in Sausalito. O'Rorke summarized the expanding C&D outreach efforts, "Lose a Pound a Day" campaign, and noted that during intensive outreach efforts, the ZeroWasteMarin.Org website sees a large up-tick in traffic. O'Rorke fielded questions from Members, and recommended that Members contact JPA Staff in order to schedule a Green Tea presentation. LTF Members commended O'Rorke on their outreach and education efforts. No action was necessary.

5. Updates from LTF Subcommittees

LTF Members provided updates on the progress made by the Subcommittees since the last meeting noting meeting dates and issues discussed.

C&D/Asphalt Shingles Subcommittee (Member:, North, Greenfield, Kies Public: Mazzoni, McLaren, Scheibly): Most recent meeting: February, 2014. Future meeting dates were not identified. No action was necessary.

EPR, Sharps & Pharmaceuticals Subcommittee (Members: Garbarino, Johnson, Goddard, Green. Public: Scheibly): Most recent meeting: December 2013. Future meeting dates were not identified. No action was necessary.

JPA Long Term Funding Subcommittee (Members: Irwin, McCarron):
Most recent meeting: 2013. Future meeting dates were not identified. No action was necessary.

No recent meetings of the JPA Board Zero Waste Outreach Subcommittee were identified.

6. Introduce New Staff Member Casey Poldino

Staff introduced the recently hired ZeroWaste Specialist, Casey Poldino. Ms. Poldino formerly worked at Conservation Corps North Bay as their Community Recycling Program Coordinator.

7. Election of LTF Chair and Vice Chair

Staff summarized the LTF procedures regarding the election of the LTF Chair and Vice-chair. Members expressed thanks to Chair Green and Vice-Chair Kies. M/s McCaffrey, Goddard to nominate Member Pardi as Chair and Member Johnson as Vice Chair. The motion passed unanimously.

8. Open Time for Member Comments

LTF Members shared various community updates. Members said farewell to former LTF Member Stadtner. No action was necessary

The next scheduled LTF Meeting is April 1, 2015 at 8:30 AM.

**MARIN COUNTY HAZARDOUS AND SOLID WASTE
MANAGEMENT JOINT POWERS AUTHORITY**

Belvedere:
Mary Neilan

Date: April 1, 2015

Corte Madera:
David Bracken

To: Local Task Force Members

County of Marin:
Matthew Hymel

From: Steve Devine, Program Manager

Re: Welcome New LTF Member Adrian Bartshire

Fairfax:
Garret Toy

Following is a brief biography of Adrian Bartshire:

Larkspur:
Dan Schwarz

"I was born in San Rafael and my family moved to Fairfax when I was four. I went to Drake High School then Humboldt State University where I received a BS in Environmental Resource Engineering having focused on water (hydrology, hydraulics, treatment, etc.). I've been a practicing civil engineer for 12 years, working in the Sacramento Area, the Boston Area and San Rafael for the last five years. In 2010 my wife and I moved back to Marin, purchasing a house in the Dominican Neighborhood of San Rafael. In 2013 our daughter Mikayla was born. I'm a licensed CA Professional Engineer and a Green Building Council LEED AP. I'm a consulting engineer and I primarily work for municipalities on water related capital improvement projects. "

Mill Valley:
Jim McCann

Novato:
Michael Frank

Ross:
Rob Braulik

San Anselmo:
Debbie Stutsman

Recommendation
Welcome new LTF Member.

Sausalito:
Adam Politzer

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Tiburon:
Margaret Curran

**MARIN COUNTY HAZARDOUS AND SOLID WASTE
MANAGEMENT JOINT POWERS AUTHORITY**

Belvedere:
Mary Neilan

Date: April 1, 2015

Corte Madera:
David Bracken

To: Local Task Force Members

County of Marin:
Matthew Hymel

From: Steve Devine, Program Manager

Fairfax:
Garret Toy

Re: Update on JPA School Evaluation, Construction and Demolition
Debris, and Outreach Programs

Attached are updates from three JPA contractors:

Larkspur:
Dan Schwarz

- ESA (Environmental Science Associates): School Recycling Evaluation
- R3 Consulting: Construction and Demolition Debris Project
- O'Rorke: Outreach

Mill Valley:
Jim McCann

Novato:
Michael Frank

Recommendation

Adopt a motion to receive update reports.

Ross:
Rob Braulik

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San Anselmo:
Debbie Stutsman

San Rafael:
Nancy Mackle

Sausalito:
Adam Politzer

Tiburon:
Margaret Curran

Devine, Steve

From: Kelly Runyon <KRunyon@esassoc.com>
Sent: Wednesday, March 25, 2015 9:46 AM
To: Devine, Steve
Cc: Judith Silver; Larry Kass
Subject: Input from ESA

Hello Steve,

Here is a quick synopsis of what ESA has been able to do, to date.

Met with all five of the haulers and explained the project. All five were very cooperative, in proportion to the level of attention that they offer to schools and school districts. Larry Kass got a quick immersion in Marin Sanitary operations, Judith connected with the school-outreach person at the Ratto Group, and we obtained helpful information, including service-level data, from all of them.

At the school-district and school level, we got our quickest start in the most remote area, west Marin. This is partly due to the ease of communicating with such a small set of schools, and partly due to the willingness of Madeleine Hope to provide background and help Judith get plugged into local meetings. It has become apparent that (a) those schools are doing pretty well with traditional recyclables, but (b) their composting options are constrained by limitations at the processor level, both at Redwood Landfill and the local West Marin site.

Reactions from other schools and school districts have varied across a broad range that averages out to "lukewarm." One district has told us to wait a few months until they have replaced their facilities person; some others have assumed that we are offering to help them with their current recycling programs, which they do not need. With those, it takes time to clarify what our mission is, and by then their interest begins to wane. So, the school-level part of the effort may take longer than any of us would like. To date, five schools have been visited and much has been learned about their programs; and we are actively engaged with several other schools, working toward the all-important site visit.

I hope this brief summary is useful. If you need more detail please let me know.

Kelly Runyon
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To: Steve Devine, Executive Director – Marin County Hazardous and Solid Waste Management JPA

From: Garth Schultz and William Schoen – R3 Consulting Group, Inc.

Date: March 16, 2015

Subject: Update on C&D Certification and Member Outreach Project

Facility Re-certification

R3 has completed site visits to all currently certified processing facilities. All of these facilities have applied for recertification and have submitted 2014 tonnage information for review. All certified facilities are effectively processing construction and demolition (C&D) materials, though they vary in their ability to process and market asphalt roofing materials. R3 has also contacted one additional C&D processing facility regarding certification, though that effort seems unlikely to result in an additional certified facility based on lack of response from the facility operator.¹ All but one administrative facility has applied for recertification. R3 anticipates that all currently certified facilities will ultimately be recommended for recertification.

During facility certification site visits, R3 asked pointed questions of facility operators regarding the proposed 50% minimum diversion requirement proposed in the new model ordinance. On the whole, facility operators have confirmed that diversion requirements above 50% (e.g. 70%-80% or more) create a disincentive to process the maximum amount of C&D materials because achieving higher diversion rates would require cherry picking loads to process via their C&D sorting operations. Additionally, most facility operators have confirmed that, regardless of whether materials from Marin member agencies are coming from a city with a 50% diversion requirement or an 80% diversion requirement per ordinance, all mixed C&D loads are being processed in the same manner, and achieving the diversion rate attributable to the facility (which is generally less than 80%). Furthermore, some facility operators expressed concern that eliminating ADC diversion credit would bring their total diversion rate below the 50% diversion rate specified by CalGreen.

Member Agency Outreach

R3 has conducted on-site meetings with staff in all applicable member agencies. During these meetings, which tended to be with Building Officials and other key staff members, R3 provided member agency staff with background information regarding the new model C&D Ordinance and CalGreen minimum diversion standards, and solicited input from the member agencies regarding implementation of their current C&D diversion programs. Though R3 has yet to complete our findings regarding the outcome of these meetings, several key themes are apparent:

¹ Global Materials in Santa Rosa. R3 did, however, confirm the presence of an operating C&D processing line at this facility.

- Most member agency staff report few barriers to implementing and documenting C&D diversion per the terms of their ordinances and/or CalGreen;
- Most member agency staff report that, compared to when local ordinances were adopted a few years ago, most building permit applicants (builders and/or owners) see completing a solid waste management plan and submitting weight tags as part of the normal course of doing business;
- Most member agency staff believe that having a greater degree of synchronization between member agencies with respect to their ordinances, waste management plan forms, and verification processes would help streamline efforts for permit applicants and staff;
- Most member agency staff understand the change in diversion percentage threshold included in the Model Ordinance, though some are concerned about the political optics of an apparent reduction in diversion requirement (despite an overall increase in processing ability, and thus hard tonnage diverted); and
- Most member agencies are eager to review and receive the outreach assistance deliverables proposed for this project, including a standardized waste management plan form, County-wide ordinance overview, flow-chart of C&D diversion program processes, and possible revisions to the Model Ordinance with accompanying model staff report to facilitate local adoption of a revised Model Ordinance.

LTF C&D Subcommittee Meeting

R3 provided an update to the LTF C&D Subcommittee on February 26, 2015. That update focused on many of the details reported in this memo, and included a productive conversation about many elements of the member agency C&D diversion programs. One element that was suggested and has been acted on is soliciting feedback from builders as key C&D diversion program stakeholders. R3 and the Marin Builders Association are surveying the MBA's board members regarding their perspectives from the other side of the building permit counter, including but not limited to:

- Terms of local ordinances/CalGreen requirements;
- Feedback on processing facilities;
- Problematic/hard-to-recycle C&D materials; and
- Waste management plan forms and verification processes.

Any results generated from this informal survey will be considered as R3 develops recommendations for the JPA and member agencies in the coming few weeks.

O’RORKE, INC.

MARCH – APRIL OUTREACH SUMMARY

ZERO WASTE MARIN

MARCH 17, 2015

In March, we ran two quarter-page ads on March 12 and 26 in the five *Marinscope* newspapers. We also had a flag on the front page of the *Marin Independent Journal* on March 9, as well as banners on their homepage in March. The *Pacific Sun* website ran a homepage banner ad, and *Marin Magazine* ran a quarter-page ad. Our TV spot will continue to run on Comcast through May. In terms of online advertising, Facebook ads ran throughout the month of March as well as a homepage button on MarinMommies.com. We also placed queen bus ads on Golden Gate Transit and posters at the Larkspur Landing Ferry Terminal.

In terms of social outreach, we reached out to elementary and middle schools in Marin with e-newsletter content, and worked with all fifteen Marin libraries to put up posters with our campaign creative. We also began bike outreach at events throughout Marin, which will continue through the year. In March, we had outdoor banner placements in San Anselmo, San Rafael, Sausalito, and Fairfax.

In April, we will be running a quarter-page ad in five *Marinscope* newspapers on April 9. We will also have a homepage banner on the *Pacific Sun* website, as well as a quarter-page ad in *Marin Magazine*. In terms of online advertising, Facebook ads will continue to run, as well as the homepage button on MarinMommies.com. We will also have outdoor banner placements in San Anselmo beginning April 6, in Sausalito beginning April 12, and in Fairfax beginning April 13.

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

Date: April 1, 2015

Belvedere:
Mary Neilan

To: Local Task Force Members

Corte Madera:
David Bracken

From: Steve Devine, Program Manager

County of Marin:
Matthew Hymel

Re: Updates from LTF Subcommittees, Discussion of Appointments to Subcommittees, and Establishment and Disbanding of Subcommittees

Fairfax:
Garret Toy

Subcommittees include:

Larkspur:
Dan Schwarz

- EPR, Sharps and Pharmaceuticals Subcommittee
- Construction & Demolition/Asphalt Shingle Subcommittee
- Long Term Funding Subcommittee

Mill Valley:
Jim McCann

Novato:
Michael Frank

- JPA Board's Zero Waste Outreach Subcommittee

Ross:
Rob Braulik

Members will report on progress they have made researching and addressing issues at each LTF Meeting.

San Anselmo:
Debbie Stutsman

Recommendation

Adopt a motion to receive reports from Subcommittees and potentially alter the composition of LTF Subcommittees.

San Rafael:
Nancy Mackle

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Sausalito:
Adam Politzer

Tiburon:
Margaret Curran

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

Belvedere:
Mary Neilan

Date: April 1, 2015

Corte Madera:
David Bracken

To: Local Task Force Members

County of Marin:
Matthew Hymel

From: Steve Devine, Program Manager

Re: JPA Executive Committee and Full JPA Board Meeting Schedule

Fairfax:
Garret Toy

While additional meetings can be called – the currently scheduled JPA meetings for 2015 are as follows:

Larkspur:
Dan Schwarz

Mill Valley:
Jim McCann

Novato:
Michael Frank

Ross:
Rob Braulik

LTF Meeting	Executive Committee Meeting	JPA Board Meeting
June 3 August 5 October 7 December 2	April 23	May 28 October 22

San Anselmo:
Debbie Stutsman

Recommendation

Adopt a motion to receive JPA Meeting Schedule.

San Rafael:
Nancy Mackle

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Sausalito:
Adam Politzer

Tiburon:
Margaret Curran