

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

Board of Directors Meeting
Thursday, August 13, 2020
Meeting Online Only via Zoom
12:15 p.m. – 12:45 p.m.

MEMBERS PRESENT

Greg Chanis, Tiburon
Joe Chinn, Ross
Todd Cusimano, Corte Madera
Dan Eilerman, County of Marin
Adam McGill, Novato
Craig Middleton, Belvedere
Alan Piombo, Mill Valley
Dan Schwarz, Larkspur
Garrett Toy, Fairfax

STAFF PRESENT

Michael Frost, Interim Exec. Director
Steve Devine, Program Manager
Casey Poldino, Senior Planner
Melody Mitchell, Admin Assistant I

OTHERS PRESENT

Lisa Duba, Gigantic Idea Studios
Rose Radford, R3 Consulting

MEMBERS ABSENT

Cristine Alilovich, San Rafael
David Donery, San Anselmo
Matthew Hymel, County of Marin
Adam Politzer, Sausalito

1. Open Time for Public Comment
No comments were tendered.

2. Approval of the JPA Board Meeting Minutes from May 28, 2020
M/S: Eilerman/Middleton to approve the JPA Board Meeting Minutes from May 28, 2020. Abstentions: by Mr. Schwarz, Mr. Piombo, and Mr. McGill. Vote: Unanimous.

Regular Agenda

3. Update on the Organizational Assessment and Zero Waste Plan Update Project
Interim Executive Director Frost delivered the update and noted that the County is currently at 66% diversion, which is well below the 2012 diversion rate goal of 80%, and 2025 zero waste goal.

To help address this, the JPA Board selected R3 Consulting, via a competitive RFP to perform an organizational assessment and zero waste plan update. To date, R3 has conducted interviews with JPA Board members, haulers, operators, staff and a few elected officials. All but one of the Directors has been interviewed at this time. A few themes that surfaced from interviews with the Board are cost, mission and focus, government structure, and ensuring good value to the JPA. Subsequent to this meeting, the Assessment and Plan Subcommittee (Chair Toy, Donery and Eilerman) will be meeting with R3 and staff to plan for an update to the Board this Fall. Mr.

Frost noted that Rose Radford from R3 is at this meeting and can answer questions from the Board.

4. Review and Authorize Executive Director to Enter into Four Contracts Exceeding \$50,000:

- 1). Soluna Outreach – Used Motor Oil Recycling Outreach,
- 2). Revolt Recycling – Battery and Bulb Collection and Recycling Services,
- 3). Strategic Energy Innovations (SEI) – Zero Waste School Program Assistance,
- 4). Gigantic Idea Studios – Outreach, Website and Advertising Assistance.

Mr. Frost delivered a brief overview of this item and recalled for the Board that at its May 28, 2020 meeting these contracts were brought forth with a request to delegate signature authority to the Executive Director – but were held over to this meeting for further discussion. Accordingly, Staff presented additional information on the four subject agreements for direct Board review and approval:

1). Soluna Outreach

Program Manager Devine shared the intent of the contract with Soluna Outreach – which is to carry out the purposes of a State Grant that promotes the proper recycling of used motor oil and filters. He noted that Soluna Outreach has been a good contractor for the JPA and is able to provide bilingual outreach in their promotion efforts and leverage other communication needs of the JPA while doing their oil work.

2). Revolt Recycling

Another hazardous waste program that the JPA contracts out for, to leverage the capabilities of this small agency, is the collection and processing services for the “Bulb and Battery Program” which provides geographically dispersed drop-off locations at local hardware stores, certain libraries and other locations. This contract would be for up to \$160,000 with a Bay Area vendor that collects and processes these materials. This service is critical to keep these items out of the waste stream both for general environmental reasons and the high fire risk in collection vehicles and processing facilities from the proliferation of high-energy lithium batteries.

3). Strategic Energy Innovation

Senior Planner Poldino stated that the budget requested for this year is lower than that of last year’s due to the COVID pandemic. Currently, the budget is formed as though the schools are closed during the entirety of the Fall semester, and then open during the Spring semester. The Zero Waste Schools Program (ZWSP) has been working with the schools over the summer to develop best practices for the Fall, and how to best support the school system remotely. The SEI contract that is being requested is up to \$150,000, and part of that contract is a wonderful Zero Waste curriculum that aligns with the State’s NextGen science standards. SEI will also create sorting videos for the schools to help with the on-site Green Teams, which will still exist in some of the schools. They have also been working extensively over the summer with the food services departments, especially San Rafael and West Marin who have breakfast and lunch on-site food services, and they need to shift a significant amount of their packaging for sanitary reasons. The ZWSP will be assisting them to ensure proper recycling and composting for their several hubs throughout the County, as well ensuring proper practices for parents and students

when they get home. It has been an ever-evolving effort learning what is requested of the ZWSP from the schools remotely during this time. Once staff is slowly able to get back on-site, they will convert back to previous operations. Waste streams at schools is going to shift due to many of the schools offering classroom lunches and Zero Waste will be working with custodial staff before students arrive and re-arrange signage and such to accommodate that shift to match waste stream utilization with their lunch and recycling programs on campus.

4). Gigantic Idea Studios – Outreach, Website and Advertising Assistance

Lisa Duba, Principal at Gigantic Idea Studios, gave a brief overview of work performed for Zero Waste Marin. They conduct fundamental foundational communication activities to support all the programs of Zero Waste Marin, which includes promotions of the Battery and Bulb take-back program, the Household Hazardous Waste Facility, and the Schools Program. In addition, they run media and advertising campaigns to elevate awareness and support of waste prevention practices which are different than recycling and composting; practices that are done by local haulers. Gigantic started working for the JPA in in October 2019 (having been selected via a competitive, Request for Proposals process). Since then, they have made improvements and have built some foundational tools with the agency over the year and they hope to continue with this progress into the future. Highlights of regular activities are sending out communications to each member agency bi-monthly regarding Zero Waste topics, and increased distribution from eleven to over seventy. They have covered topics such as, the holiday gift campaign, tree recycling, schools updates, and during the time of COVID they shifted the messaging to zero waste tips for the COVID era. In addition to setting up a new professional email messaging system for the website, they have added a section to the “Homes” page to elevate the visibility of any news item. They have tracked metrics and updated site content as requested by staff. The results of all the promotional efforts they have performed have increased web traffic by 31% from the previous year. They support collateral updates, as well. They’ve established social media platforms which help with the campaign. The first video promotion they created for the gift campaign resulted in 111,000 views on YouTube. Most notably, the media campaigns over the past year focused on “shopping smart” behaviors with their Waste-Free Giving campaign, which ran on digital and YouTube, print ads in the Marin IJ, Marin Scope papers, and movie theaters. In the Spring, they had their Zero Waste Shelter-in-Place essentials during stay-at-home campaign.

Motion: by Mr. Chanis to approve to authorize the Executive Director to enter into four contracts exceeding \$50,000: 1). Soluna Outreach – Used Motor Oil Recycling Outreach, 2). Non-Profit, Strategic Energy Innovations (SEI) – Zero Waste School Program Assistance, 3). Revolt Recycling – Battery and Bulb Collection and Recycling Services, 4). Gigantic Idea Studios – Outreach, Website and Advertising Assistance.

Second: by Mr. McGill. Vote: Unanimous.

5. Adjourn

Next meeting date and time To Be Determined.

Board Chair: Please confirm the vote on this item by reading the following items out loud after the vote.

Motion: Dan Eilerman Second: Craig Middleton

Ayes Greg Chanis, Joe Chinn, Todd Cusimano, Adam McGill, Alan Piombo,
Dan Schwarz, Garrett Toy, Cristine Alilovich, Dave Donery,
Marcia Raines

Noes: None

Abstentions: None