

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

AB 939 LOCAL TASK FORCE

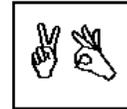
August 29<sup>th</sup>, 2023  
[1600 Los Gamos Drive](#), Suite 210  
San Rafael, CA 94903  
11:00 AM – 12:00 PM

AGENDA

Call to Order.

- 1) Open Time for Public Comment (Information) (5 min)
  - 2) Approval of the March 24, 2023 JPA Local Task Force (LTF) Minutes (Action) (2 min)
  - 3) Presentation by Staff on LTF History & Vision (Information) (8 min)
  - 4) Review the Approved Amendments to the LTF Procedures (Information) (10 min)
  - 5) Review and Make Recommendations on Current Outreach and Education Efforts (Action) (20 min)
  - 6) Decision on schedule of future LTF meeting (Action) (3 min)
  - 7) Adjournment.
- 

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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**Belvedere**

Date: August 29, 2023

**Corte Madera**

To: Local Task Force Members

**County of Marin**

From: Casey Fritz, Senior Planner

**Fairfax**

Re: Approval of the March 24, 2023 LTF Minutes

**Larkspur**

**Mill Valley**

Please find attached the Draft Action Minutes from the last meeting on March 24, 2023.

**Novato**

**Ross**

**Recommendation**

Adopt a motion to receive and file the Action Minutes.

**San Anselmo**

**San Rafael**

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

**Sausalito**

**Tiburon**

Motion:	
Second:	
Ayes:	
Noes:	
Abstentions:	

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AB 939 Local Task Force Meeting  
Friday, March 24, 2023  
1600 Los Gamos Drive, Suite 210  
San Rafael, CA 94903

Action Minutes

**MEMBERS PRESENT**

Greg Christie, Bay Cities Refuse  
Alice Cochran, City of San Rafael  
Renee Goddard, Ross Valley Cities  
Jim Iavarone, Mill Valley Refuse Service  
Dee Johnson, Novato Sanitary District  
Ramin Khany, Redwood Landfill  
Vicki Nichols, Marin Conservation League  
Adam Ratner, Marine Mammal Center

**MEMBERS ABSENT**

Patty Garbarino, Marin Sanitary Service  
Matt McCarron, City of Novato

**STAFF PRESENT**

Casey Fritz  
Amy Kolnes  
Melody Mitchell  
Casey Poldino  
Andrew Shelton

**OTHERS PRESENT**

Meilin Tsao, Recology  
Dommel (?), LGVSD  
Justin Wilcock, Marin Sanitary Service

**1) Open Time for Public Comment**

Members, staff, and attendees went around the room and introduced themselves. No other public comment was tendered.

**2) Approval of the January 15, 2020 JPA LTF Action Minutes**

Motion: by Ms. Nichols to approve the January 15, 2020 JPA LTF minutes. Second: by Mr. Khany. Vote: Unanimous. Abstentions: Renee Goddard, Alice Cochran.

**3) Introduction of New JPA/Zero Waste Staff to the LTF**

Ms. Fritz introduced herself and Amy Kolnes to the group, except for Kim Scheibly, JPA Executive Director, who was unable to attend at the time. Ms. Fritz and Ms. Kolnes both delivered a brief biography of themselves. Full biographies are available in the Agenda packet.

**4) Review LTF Procedures, Purpose, and Member Requirements**

Ms. Fritz reviewed the LTF procedures, purpose and member requirements to the group. Ms. Johnson asked that since the LTF has not met in three years, would the Board all still be members, and would they need to be reinstated? Ms. Poldino answered that having the new Executive Director, Ms. Scheibly, on board, she will be reviewing the LTF procedures and how they will move forward with that issue. Ms. Fritz went over the summary of stated purposes of the LTF as currently written. The purpose of this meeting is to meet and go over the 5-year

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plan. Staff is also asking the LTF to monitor and review any proposed legislation and to stay up to date on regulation and consider making suggestions to the JPA Board to act and advocate for any upcoming legislation. She went over the membership, and full list of minimum number of seats, requirements of the LTF. She stated that there are some open seats and recruitments will be done soon for these seats. LTF members serve for three years and will need to re-apply after the three years. Members are required to meet regularly and decide on meeting dates for which all members can attend, and they are allowed to call special meetings, as necessary in accordance with the Brown Act. A quorum is required to conduct business. She went over the duties of the Chair and Vice Chair. Member attendance requires at least 50% of attendance, and if unable to attend the most recent 10 meetings, then the member's seat is vacated. Attendance is crucial for consistency and ability to make decisions and recommendations. Full procedures and requirements are included in the agenda packet for reference.

Ms. Johnson had a question regarding Form 700 and that they have not been completed since they last met in 2020. Ms. Poldino answered due to COVID and staff turnover over the past three years, the notification was put on hold and that staff will revisit this issue as soon as possible.

5) LTF Attendance

Ms. Fritz conducted a roll call of members.

6) Decision on Schedule of Future LTF Meeting

Ms. Fritz stated that staff is proposing a late April/early May timeline for the next LTF meeting, since this meeting is focusing on the 5-Year plan update, and a proximate date would be ideal in order to move forward with regular business as an LTF.

Ms. Goddard asked when the next JPA meeting is being held and Ms. Poldino replied April 20. Ms. Goddard asked staff what their recommendation would be going forward in conjunction with the next JPA meeting. Ms. Poldino recommended that it would be ideal to meet prior to the JPA meetings, and stated the focus of the next few meetings – budget, transition of HHW facilities to Zero Waste Marin, and other large items, such as SB 1383. Staff is looking for feedback from the LTF on their outlook for these future meetings. Staff is looking to put together annual schedules in the future. Planning is contingent on future membership, etc. She expressed that meeting prior this time around may be too soon, that the LTF may need to meet after the next meeting. She suggested that LTF members could meet with the JPA on April 20 and report back to the LTF with notes from that meeting. Ms. Goddard asked if the LTF could meet between the JPA's April and May meetings, and Ms. Poldino suggested that it would be the most beneficial time. Ms. Cochran asked if Wednesday would be the best day of the week, and Ms. Poldino confirmed that that would be the best day according to procedures. Ms. Johnson expressed concern regarding the membership issue, and that until they have a solid membership, they do not have an LTF and Ms. Poldino agreed. She suggested holding off on scheduling a future meeting until some decisions are made and they reconstitute the LTF, unless it is decided at the next meeting. Ms. Poldino stated that staff was hoping to clear it up prior to the next meeting so they can come back with more definitive information. She reiterated that staff is looking for feedback from the LTF so they can have a clearer picture prior to moving forward with scheduling future meetings. Ms. Cochran asked if there were any

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exceptions to the reinstatement of Board members process due to everything being put on hold due to the pandemic. Ms. Goddard replied that the Executive Emergency Order is over, and she guessed that they may have reverted to pre-pandemic status. She stated that on a macro level, she would not like to see any future delay in the reconstitution of the LTF and would like staff to investigate seeing what that would take as far as process protocol. Mr. Christie agreed. He also asked that since the JPA will need to approve the appointed new members, nothing could possibly happen prior to the April 20 JPA meeting and Ms. Poldino confirmed that he is correct. Mr. Christie agreed that in order to expedite the process, it would be best to go to the next JPA Board meeting with a new batch proposed LTF members and have the next LTF meeting afterwards. Ms. Poldino stated that though this item was brought forward for discussion with members today, it may be best to wait until Ms. Scheibly is present for her guidance with this item. Ms. Johnson suggested that staff send an email to members with a survey asking what the LTF's preferences would be, and Ms. Poldino will look into the request. Ms. Fritz pointed out that though this would be a delay in a critical process, she stated that staff would need to complete their State reporting requirements prior to moving forward with regular LTF business.

The Board agreed that this item to be deferred until Ms. Scheibly, JPA Executive Director, is present and able to report.

7) Review of 5-Year Update for Integrated Waste Management Plan (IWMP) Documents and Recording of Comments and Questions from LTF Members

Ms. Fritz shared the review of the 5-Year IWMP, as required by the State. She shared that instructions were sent to each LTF member for reading the original planning documents and 5-year report on the update. She opened up the floor to clarify any questions members may have as they were reviewing the report and recommended that if they have any comments to please send them to staff no later than April 7, so that they can be included in the report.

Ms. Goddard requested a basic overview explanation of the report requirements for those who have not experienced this process before.

Ms. Fritz delivered the overview, explaining that this is a requirement of the State of California for staff to compile and submit this report, mainly focusing on the Integrated Waste Management Act, which had passed in 1989. That act set diversion goals for California at 25% diversion by 1995, and 50% diversion by 2000. Everyone in the State had to make planning documents with goals to make these requirements as mandated by the IWM Act. Members were sent the summary plan, the siting element, the source reduction and recycling element, and the non-disposable facilities element, in which she gave a clear description of each. She stated that staff had drafted these documents, some of which were drafted in 1995, in response to how the County would comply with this law. Staff is required to do a 5-year update to report to CalRecycle to inquire whether the documents are still relevant or not, or do they need to be overhauled.

Ms. Nichols asked about the budget for a reporting database that was mentioned in the IPWM report, and asked if that was reported directly from the JPA Board. Ms. Poldino stated that they do have a database that was acquired about a year and a half ago called Recyclist, where they collect information from all of the haulers and jurisdictions, but that is for the electronic annual

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SB 1383 reporting requirements which is all new data and does not directly correlate with the 5-year plan.

Ms. Johnson commented that the report seems to be based on AB 939, and the EAR is based on 341, 1586, and 1383. The State is very confused because they don't know which way to go. She speculated that is the EAR that the State is more interested in, and that eventually these 5-year updates will be gone, as in her opinion they need to be because the Source Reduction Recycling Element (SREE) is so out of date. She recommended that they may want to consider updating the SREE, as costly as it may be, in the near future. She stated that though the EAR may not be relevant at this time, it may have an effect in the long run. She asked if the JPA Board members receive a copy of the EAR and Ms. Poldino replied yes. Ms. Fritz clarified the items that Ms. Johnson mentioned, and expanded on the background of the State laws and their requirements and the reasons why the documents are so out of date.

Ms. Nichols asked if they are current with the 50% diversion rate goal as of 2000, and Ms. Fritz replied yes. Ms. Goddard asked if they have been reporting every five years and Ms. Poldino replied yes.

Ms. Fritz stated that in addition to the 5-year report, they do an EAR annually.

Mr. Khany asked that if there is a County-wide waste management plan, is this something the State will demand, or is it simply for members' reference and Ms. Poldino replied it is for reference. She stated that CalRecycle is not caught up with itself, and the 5-year plans have basically been replaced by the EAR reports, however, CalRecycle is still mandating them. She stated that the EAR has much more pertinent information than the outdated 5-year plan reports, though it is prescribed that the LTF review the 5-year plan before being submitted as a JPA to CalRecycle. She reiterated the responsibility and due diligence the LTF must perform in regard to the 5-year plan.

Ms. Johnson speculated that CalRecycle will not pay much attention to the 5-year report and focus mainly on the EAR.

Mr. Shelton commented that according to the 2018 report the takeaway was that they were going to move away from percentages to pounds per person. Since this was a result of the 5-year plan, he speculated that these 5-year reports do still have a purpose, and if good input is placed in the plan it will be heard by CalRecycle. He pointed out that this is an example of a great opportunity for the members to speak directly to CalRecycle through staff's 5-year plan.

Ms. Fritz reiterated that though it is not a requirement to submit comments on the 5-year plan, the focus of this item is to ask questions to help guide members prior to submitting their comments.

Ms. Goddard asked what is the metric that warrants, or does not warrant, revisions in the plan.

Ms. Fritz answered that other than a completely new facility constructed in County within the last 27 years and major administrative changes, which would warrant revisions, there would not be any change, but the guidance regarding this process was very grey.

Ms. Goddard said she saw the item in the report regarding landfill capacity, but not for compost, and asked if it was included. Ms. Fritz stated that they did not ask about compost and the 5-year plan is more focused on AB 939 instead of SB 1383.

Ms. Nichols mentioned that there was a good comment by staff in the report on page 6 that mentioned that the landfill capacity projection of 22 years is going well, but organics diversion would improve that.

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Mr. Khany reported that at Redwood Landfill there is an expansion on the table to add another 8.5 million cubic yards to the existing landfill, which will beyond improve the lifespan of the landfill. They have submitted their application to CalRecycle. The expansion has two components; one regarding SB 1383 for expanding their composting operation, and expanding and developing an AD, which is for processing the foodwaste material, and expanding their commercial composting. He stated much of the material comes from Sonoma County, as well, because it's on the County border line. The first phase of the project is capacity, so they can secure that prior to moving on to the next phase of the composting facility projects. There are looking to secure another 23 years capacity in the future. The two applications go hand in hand, but they are phased.

The original application for capacity was submitted back in 2008, so they are revisiting the project and it still needs to go through the CEQA process. The number of vehicles that will be entering and exiting the landfill will not change during these phases. He stated that when the landfill reaches capacity, it could possibly be changed into a transfer station, and stated the chances of Marin County letting anyone build another landfill are very slim.

Ms. Poldino asked if they are looking to expand the current compost facility as it is, or would it only increase the AD? Mr. Khany replied that with regulations being difficult, they would not want to disturb their existing permit or lose any existing entitlements.

Mr. Ratner asked for clarification of the 23 years added in the expansion of the landfill. Mr. Khany responded that that is a fluid number. At current calculation, they have about 11 years capacity remaining. But with the additional 8.5 million cubic yards they are going to add, based on the running rate, it will add 23 years to the life of the landfill. Mr. Ratner followed up with what adjustments were built into that equation to accommodate any major changes that would affect the lifespan. Mr. Khany replied that it is based on what they receive and what they dispose of, and sometimes that can change. The 2017 fires are a good example: they went from 750 tons a day to 2000 tons a day.

Ms. Nichols asked how many tons were received during the COVID pandemic. Mr. Khany replied that it did increase, but not significantly.

Ms. Fritz wrapped up the meeting and asked if there were any more questions.

Ms. Goddard had one final question about the 5-year plan regarding any changes to single-streaming but met with staff after the meeting to discuss.

**8) Adjournment**

*Next LTF Meeting TBD*

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**Belvedere** Date: August 29, 2023

**Corte Madera** To: Local Task Force Members

**County of Marin** From: Kimberly Scheibly, Executive Director

**Fairfax**

**Larkspur** Re: Presentation by Staff on LTF History & Vision

**Mill Valley** Because the LTF Procedures have recently been updated and the LTF has only recently resumed meeting, JPA staff would like to review their vision for how the LTF will support Zero Waste Marin. The presentation will cover the history of LTFs, important reminders about the Brown Act, and staff ideas for how to improve and focus the Local Task Force.

**Novato**

**Ross**

**San Anselmo**

**San Rafael** **Recommendation**

**Sausalito** Receive and file. No action needed.

**Tiburon** **Attachment:**

1. PowerPoint Presentation on LTF History & Vision.

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**ZERO  
WASTE  
MARIN**

## Zero Waste Marin Local Task Force Revamp

JPA Staff

### History of Local Task Force: Public Resources Code - PRC § 40950

- ❖ 1990: The State required that a task force be convened to develop and review an Integrated Waste Management Plan.
- ❖ In 1993, the JPA was formed, and a Local Task Force was created.
- ❖ Membership was not mandate. Membership make up was suggested.
- ❖ The overarching goal was to ensure a coordinated and cost-effective regional recycling system.
  - Identify solid waste management issues of countywide or regional concern.
  - Determine the need for solid waste collection and transfer/processing facilities, and marketing strategies within the region.
  - Facilitate the development of multijurisdictional arrangements for the marketing of recyclable materials.
  - To the extent possible, facilitate resolution of conflicts and inconsistencies between or among city and county source reduction and recycling elements.

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History of Local  
Task Force:  
California Code of  
Regulations, Section  
18788

Title 14, CCR section 18788

- ❖ Stipulated that every 5 years the IWMP be reviewed and that comments submitted to the State.
- ❖ The task force shall develop goals, policies, and procedures which are consistent with guidelines and regulations adopted by the CIWMP aka Cal Recycle to guide the development/revision of the siting element of the countywide integrated waste management plan.

Brown Act  
Reminders

- ❖ What is it?
- ❖ What does it cover?
  - ❖ Certain types of Meetings
  - ❖ Agenda
  - ❖ Posting & Distribution of the Agendas & Materials
  - ❖ Meeting Conduction
- ❖ Rules around voting, quorum, and conduct outside the meetings
- ❖ Role of Staff

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

### JPA Staff Vision for LTF

2023 Revamp of Zero Waste Marin  
Local Task Force

- Focus on making concrete, actionable recommendations on actions to the JPA Board
  - To do this effectively, keep informed about local, regional, and state waste issues
  - Build and maintain expertise
- Attend meetings ready to focus on relevant issues
  - Meetings will focus on issues related to solid waste
  - Scope of the group will be maintained
- Able to commit to attending the majority of meetings
  - Maintain continuity and presence
- Take inspiration from what other LTFs are doing

### JPA Staff Vision for LTF

Continued

- Examples of possible LTF discussion items + recommendations:
  - Monitor proposed State legislation + recommend action if appropriate to the board (e.g. advocacy/support)
  - Keep track of efforts and ordinances in other Bay Area jurisdictions, and recommend replicable programs for development in Marin
  - Recommend possible partnerships and programs based on community knowledge
  - Develop public outreach or communication proposals to present to JPA based on current issues

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

### JPA Staff Vision for LTF

Continued

- Re-form LTF Committees; possible examples include:
  - HHW
  - Compliance + Regulations (including 1383)
  - Market & Technology Research
  - Program Development
  - Outreach & Education (Reduce and Reuse Focus)
- These committees will focus on developing actionable items to recommend to the JPA

### Model for Future LTF Meetings

Ideas to ensure meetings are more  
productive and focused

- Include a legislative & policy update in each meeting
- Discuss local ordinances + other examples of action from around the Bay Area
- Overview of current communications priorities
  - Status of any ongoing outreach efforts
  - Ideas for new campaigns or communication pushes
- Report out from committees
- Decide on any formal recommendations to the JPA Board

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**Belvedere** Date: August 29, 2023

**Corte Madera** To: Local Task Force

**County of Marin** From: Casey Fritz, Senior Planner

**Fairfax** Re: Review the Approved Amendments to the LTF Procedures

**Larkspur**

**Mill Valley** JPA staff would like to review the Procedures adopted for the Local Task Force, which were recently amended by JPA staff and approved by the JPA Board. Procedures will be clarified, with specific focus on the purpose of the LTF, attendance and membership requirements, and the actions the LTF is expected to take.

**Novato**

**Ross**

**San Anselmo**

**San Rafael** **Recommendation**  
Receive and file. No action needed.

**Sausalito**

**Tiburon** **Attachment:**  
1. Finalized LTF Procedures 2023.

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MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT  
JOINT POWERS AUTHORITY - AB939 LOCAL TASK FORCE  
PROPOSED PROCEDURES

**SECTION 1 – SUMMARY OF PURPOSES AND RESPONSIBILITIES**

- Identify solid waste management issues of county-wide or regional concern, including but not limited to: new and proposed state-wide laws, regional policies and ordinances that could be applicable in Marin County, and new technologies that could increase source reduction and recycling.
- Monitor the status of recycling markets, including new and emerging markets for hard-to-recycle items. Review new and/or alternative technologies that could assist the County in meeting its goals pursuant to the California Integrated Waste Management Act. If applicable, make recommendations to the JPA Board regarding findings in these categories.
- Look for potential funding opportunities to expand or improve source reduction and recycling programs.
- 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 Joint Powers Authority 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 Joint Powers Authority 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 Marin County Hazardous and Solid Waste Management Joint Powers Authority Board has determined that the Local Task Force membership shall include at least: two representatives of waste haulers or facilities, with two alternate members for those positions; one representative of an environmental organization (e.g. a non-profit that works on issues related to solid and/or hazardous waste); two representatives of special districts involved in the regulation and disposal of waste; and five public representatives with technical expertise in solid waste, recycling, and organics management appointed by the member agencies serving on the Joint Powers Authority Executive Committee.

Local Task Force members shall be approved by the Joint Powers Authority Board of Directors, with the exception of the five public representatives which will be appointed by the respective member agency serving on the Joint Powers Authority Executive Committee. Local Task Force members shall serve a maximum of three years. After three years, members are

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free to reapply for a seat. For members seated at the time of adoption of this policy, the three-year term limit shall commence upon policy adoption by the JPA Board.

**SECTION 3 – MEETINGS**

Local Task Force regular meetings will be held regularly, at least quarterly, with a schedule adopted by the LTF at its first meeting of each year, in the offices of Zero Waste Marin or other available locations. While scheduling meetings, LTF members will prioritize meetings at least a week before the JPA Board meets in order to finalize any recommendations.

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 Local Task Force upon the affirmative vote of a majority of the members present, unless a greater voting requirement is prescribed by statute. Meetings may still be held to exchange information if a quorum is not present. Meetings of the Local Task Force shall be governed by Robert's Rules of Order.

Staff will help facilitate meetings to ensure compliance with Robert's Rules of Order and to maintain the timing of each agenda item.

**SECTION 5 – ELECTION OF OFFICERS, TERM, AND DUTIES**

The officers of the Local Task Force shall be the Chair and Vice-Chair. Elections will be held at the first meeting of the fiscal 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 (with support from staff)
2. Sign correspondence and documentation that represents the Local Task Force, including but not limited to signatures on agenda packets or minutes.
3. Make reports to the Joint Powers Authority Executive Committee and Board of Directors
4. Other duties as requested by Local Task Force membership

**VICE-CHAIR'S DUTIES**

1. Acting Chair in the absence of Chair
2. Other duties as requested by Local Task Force membership, including assumption of duties listed for the Chair

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**SECTION 6 – ATTENDANCE**

To effectively carry out its role as an advisory body to the JPA Board it is necessary for the LTF to have consistent participation from the various stakeholder categories that comprise the LTF membership. Accordingly, to make LTF seats available to the stakeholder community – when an LTF member is unable to participate in less than 50% of the most recent ten meetings, effective beginning June 1, 2018, for whatever reason, that member shall vacate that seat and the JPA shall publicize the availability of the seat, for the seats it oversees (or notify the public appointing agency of the opportunity to appoint a new member for the five public agency appointed seats). Members who leave the LTF for any reason are free to reapply for a seat. This Section 6 becomes effective six months after adoption by the JPA Board.

**SECTION 7 – COMMITTEES**

In order to more effectively focus on specific topics, the Local Task Force can create committees. These committees can research topics in more detail, and bring recommendations back to the full Local Task Force. Approval of a new committee is subject to a vote by the Local Task Force. Members will then volunteer for a committee if they feel they are interested and qualified.

Committees that meet at regularly scheduled times are subject to the requirements of the Brown Act.

**SECTION 8 – AMENDMENTS TO PROCEDURES**

The Local Task Force may adopt, amend, or repeal its Procedures in any meetings with a two-thirds vote of the members present. Any amendment shall be approved and confirmed by the JPA Board.

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**Belvedere** Date: August 29, 2023  
**Corte Madera** To: Local Task Force  
**County of Marin** From: Casey Fritz, Senior Planner  
**Fairfax**  
**Larkspur** Re: Review and Discuss Current Outreach and Education Efforts  
**Mill Valley** JPA staff will present about current outreach and education  
**Novato** efforts, including a summary of recent outreach campaigns, a  
**Ross** review of the website and social media channels, videos, and  
physical collateral.  
**San Anselmo** This informational presentation will be utilized by LTF members  
**San Rafael** to commence review of outreach materials. LTF members will  
**Sausalito** then come prepared with comments and suggestions about  
possible improvements and next steps on JPA outreach material  
during the subsequent LTF meeting.  
**Tiburon**

**Recommendation**

Receive presentation and discuss questions. Prepare to make recommendations at the subsequent LTF meeting.

**Attachment:**

1. PowerPoint Presentation: Summary of Current Outreach Efforts.

# Summary of ZWM Outreach for Local Task Force

Casey Fritz, Senior Planner



ZWM website



Facebook + YouTube



Mailers



Ads (bus, print, Google Sear



In-Person Programs (ZWM Schools, Businesses,  
Community Groups)

## Overview of Current Outreach & Collateral

These are the main existing outreach strategies we currently use to reach residents and businesses.

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Example of Recent Campaign “Turn Down the Volume”

Campaign run through contractor Gigantic Idea Studio.

Results Summary by Channel

Channel	Description	Notes/Observations
Website <a href="#">Landing Page</a>	Theme: Turn Down the Volume of Waste	Featuring the video and basic tips
Video PSA	Loaded to website and promoted via <a href="#">ZWM YouTube channel</a>	143,000 views
Lamar bus ads	15 bus ads for 8 weeks, May 6 – June 30	Good community visibility
Outfront bus shelter ads	Large ads on 2 networks and special focus on Larkspur Ferry	Ads on 37 shelters
Marin IJ print ads	Sunday ads ran for 6 weeks starting May 7	Circulation ~25,000 per Sunday issue
Marin IJ digital ads	Ran for 6 weeks starting May 7	350,000 impressions, 443 clicks
Marin IJ eblast	1 <sup>st</sup> version sent May 15, second version sent June 8 to those who opened first version.	May 15: 12,797 views, 2,367 clicks; June 8: 2,228 views, 350 clicks
Marin Magazine (print ad)	Set of ads in June issue	30,000 copies distributed; readership estimate of 90,000
San Rafael Banners	12 banners posted for 4 weeks in May 2023	Good exposure to vehicular and pedestrian traffic
EffectTV	Streaming on various channels, May-June 2023	134,930 impressions
Facebook	6 ads, 2 boosted posts	Combined reach of 319,591 people, 105 likes and reactions, 204 link clicks
Google Search & Display Ads	Text ads geared to search and image display ads	154,396 impressions; 3,705 clicks
Partner E-blast	Sent to 88 partner organizations, 45% opened.	4 placements on partners’ social or website.

Example of Performance on Recent Campaign “Turn Down the Volume”

Campaign run through contractor Gigantic Idea Studio; summary of performance provided in most recent annual report.

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



Instagram



Quarterly newsletter



Website improvements



1383 outreach (letters, on-site outreach,  
more webpages)

## Upcoming Outreach & Collateral Efforts

These are projects ZWM staff are currently working on to improve and expand our outreach materials.

**General upcoming efforts:** Establish our “identity” more clearly, differentiate from haulers and focus more on reduce and reuse.

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## Website Improvement Goals

- Verify the accuracy of the Recycling Guide
  - Second most popular page to visit on our website (5500+ views in past FY)
  - In progress, close to done
- Edit flow to increase user-friendliness
  - Currently difficult to find all relevant resources
- Overhaul SB 1383 section
  - Clarify information
  - Update resources
  - Make it easy to find
  - Add more info about edible food
- Add more photos and examples from programs
- Add more helpful resources

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

**Brainstorm with the LTF:**

■Feedback & ideas here

■Feedback & ideas here

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

**Belvedere**

Date: August 29, 2023

**Corte Madera**

To: Local Task Force

**County of Marin**

From: Casey Fritz, Senior Planner

**Fairfax**

**Larkspur**

Re: LTF Meeting Schedule

**Mill Valley**

After review of the LTF Procedures document, LTF members will decide upon a date for the next meeting.

**Novato**

**Ross**

**Recommendation**

Discuss and approve a date for the next meeting. Staff recommend meeting every other month, two weeks before the JPA Board meets.

**San Anselmo**

**San Rafael**

**Sausalito**

**Tiburon**