BOARD OF DIRECTORS MEETING

Thursday, October 19, 2023, 8:45 am – 9:45 am

In Person: 922 Machin Avenue, Novato, Womack Conference Room, 2nd Floor

AGENDA

Call to Order

- 1. Public Participation Instructions (Information Only) 1 Minute.
- 2. Open Time for Public Comment (Information Only) 5 Minutes.

Consent Calendar

3. Approve JPA Board Meeting Minutes from September 21, 2023 (Action) 1 Minute.

Regular Agenda

- 4. Executive Director Update (Information Only) 5 Minutes
- 5. ZW Programmatic Subcommittee Update (Action) 10 Minutes
- 6. CalRecycle Grant Resolutions (Action) 5 Minutes
- 7. Annual Report Presentation (Information and Discussion) 15 Minutes
- 8. Zero Waste Marin Mission Statement (Action) 5 Minutes
- 9. Suggested Agenda items for November Meeting (Information Only) 2 Minutes
- 10. Adjournment.



For disability accommodations please phone **(415) 473-4381** (Voice), CA Relay 711, or e-mail **WasteMgmt@MarinCounty.org** at least five business days in advance of the event. The County will do its best to fulfill requests received with less than five business days' notice. Copies of documents are available in alternative formats, upon request.











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SPECIAL REMOTE PUBLIC INSTRUCTIONS

Thursday, October 19, 2023, 8:45 am – 9:45 am

The public can participate in this Marin County Hazardous and Solid Waste Joint Powers Authority (Zero Waste Marin) Board Meeting via a Zoom webinar on Thursday, October 19, 2023, from 8:45 am – 9:45 am.

Zoom Meeting

Please click the link below to join the webinar:

https://zoom.us/j/96325364603?pwd=U3Nldkd5WEtBNEhBQ3docTBKemRUQT09

Meeting ID: 963 2536 4603

Passcode: 602532

Or One tap mobile:

+16699006833,,96325364603#,,,,*602532# US (San Jose)

Find your local number: https://zoom.us/u/acRSzeUTF

+16694449171,,96325364603#,,,,*602532# US

Or Telephone: dial (for higher quality, dial a number based on your current location):

• +1 669 900 6833 US	• +1 386 347 5053 US	• +1 301 715 8592 US
• +1 669 444 9171 US	• +1 507 473 4847 US	• +1 305 224 1968 US
• +1 253 215 8782 US	• +1 564 217 2000 US	• +1 309 205 3325 US
• +1 346 248 7799 US	• +1 646 931 3860 US	• +1 312 626 6799 US
• +1 719 359 4580 US	• +1 689 278 1000 US	• +1 360 209 5623 US
• +1 253 205 0468 US	• +1 929 205 6099 US	

Comments

During the Meeting, select the Raise Hand icon during the public comment time, and you will be added to the queue and unmuted when it is your turn. If you are "Calling In," press *9 during the public comment time, and you will be added to the queue and unmuted when it is your turn. (Press *67 before dialing if you want to hide your phone number).











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Date: October 19, 2023 Belvedere To: JPA Board of Directors **Corte Madera** From: Kimberly Scheibly, Executive Director **County of Marin** Re: Open Time for Public Comment The public is welcome to address the Board of Directors on matters not on **Fairfax** the agenda within its jurisdiction. Please be advised that pursuant to Government Code Section 54954.2, the Board is not permitted to discuss or act on any matter not on the agenda unless it determines that an Larkspur emergency exists or that there is a need to take immediate action which arose following the posting of the agenda. Mill Valley **Recommendation** Receive public comment. Information Only. Novato **Ross** San Anselmo San Rafael Sausalito **Tiburon**

Board of Directors Meeting - Minutes Thursday, September 21, 2023 8:45 A.M – 9:45 A.M

Hybrid: 922 Machin Avenue, Womack Conference Room, 2nd Floor, Novato

MEMBERS PRESENT

Adam Wolff, Corte Madera
Cory Bytof, City of San Rafael (Alt.)
Christa Johnson, Ross
Dan Eilerman, County of Marin (Alt.)
Dan Schwarz, Larkspur
Greg Chanis, Tiburon
Gretchen Schubeck, Novato (Alt.)
John Stefanski, San Rafael (Alt).
Todd Cusimano, Mill Valley

MEMBERS ABSENT

Adam McGill, Novato
Anthony Boyd, Belvedere (Alt.)
Catie Thow Garcia, Sausalito (Alt.)
Chris Zapata, Sausalito
Christine Alilovich, San Rafael
David Donery, San Anselmo
David Woltering, Ross (Alt.)
Heather Abrams, Fairfax
Jessica Deakyne, Novato (Alt.)
Matthew Hymel, County of Marin
Robert Zadnik, Belvedere

STAFF PRESENT

Amy Kolnes Andrew Shelton Casey Fritz Kimberly Scheibly Melody Mitchell

OTHERS PRESENT

Dale McDonald, LGVSD
Dee Johnson, Novato Sanitary
District
Kelsey Brewer, Marin RCD
Meilin Tsao, Recology
Justin Wilcock, Marin Sanitary
Service

Call to Order

1. Remote Public Participation Instructions

Information only.

2. Open Time for Public Comment

No public comments were tendered.

Consent Calendar

3. JPA Board Meeting Minutes from August 17, 2023

Motion to approve the JPA Board Meeting Minutes from August 17, 2023. Motion: Dan Eilerman. Second: Christa Johnson. Vote: Unanimous.

Regular Agenda

4. Executive Director Update

Executive Director Kimberly Scheibly delivered the update. Staff is in the process of hiring. They have completed round one interviews for the Senior Planner position for the HHW Program, and round one for the Waste Management Specialist position. Staff has applied for a HHW grant, which would expand the Marine Flare Takeback Program. They had their first Takeback Event in Sausalito, which was very successful. This proves that there is a definite need for this event, and this would require a \$100,000 regional grant so that they may be able to hold at least two more Takeback Day Events. At the next meeting, she will need to bring to the Board a resolution of approval from the JPA Board, so that they may move the process of the grant forward.

In the essence of time, they will be contracting with Agromin which produces organic compost and mulch. They have a lot of experience working with many municipalities to meet their SB 1383 compliance targets. The pros of working with Agromin right now are, 1) we meet our 30% target by the end of the year; 2) the company does all the heavy lifting (tracking everything in a report and staff just submits it to CalRecycle); 3) it will also give Staff time to develop a robust and sustainable approach to meet the jurisdictional compost procurement needs; 4) gives Staff time to fully utilize the data from Placeworks once it's compiled. Staff understands that there are local needs for compost, so they will be working with WM EarthCare and West Marin Compost on those local needs. The only con is this compost will not be applied in the County of Marin, it will be applied to the Central Valley. Lastly, Staff will be extending a contract to a new vendor to help build the new Zero Waste Marin website and make it compliant, more user-friendly, and be a resource for the entire County of Marin. To determine the needs of agencies in our communities, she would like to have an ad hoc subcommittee, which will be presented later in the agenda to discuss.

6. Local Task Force (LTF) Update

Fritz delivered the update of the LTF. Staff highlighted that the LTF members should remain up-to-date on relevant trends, laws, and ordinances on a State, regional, and local level to help guide the Board.

7. New Local Task Force (LTF) Appointments

Fritz shared that the Local Task Force has vacant seats open for both haulers/facilities and Special Districts, and Staff would like to recommend that the

following applicants be approved and added to the Local Task Force as voting members:

Haulers:

- Justin Wilcock, Marin Sanitary Service
- Meilin Tsao, Recology Sonoma Marin

Special Districts:

- Dale McDonald, Las Gallinas Valley Sanitary District
- Garrett Toy, Tamalpais Community Services District

A brief question and answer period was held afterwards.

Motion to approve the applicants and add them to the Local Task Force as voting members.

Motion: David Donery. Second: Eilerman. Vote: Unanimous.

8. Legislation Plan

Scheibly presented the Legislation Platform plan developed by the LTF in October 2009 and approved June 24, 2010. Staff brought this item to the Board to see if there are any recommendations for any suggested changes, and the recommendation for approval of the Executive Director to write letters of support or opposition on matters supported by the Zero Waste Marin Legislative Platform.

A brief comments and questions session was held.

Eilerman agreed with the current Legislation plan. He suggested that Staff bring an update to the Board every December, so that they may get on a calendar year basis for any updates on Legislation.

5. <u>1383 Local Assistance Grant FY 23/24 (Item moved to between Items 8 and 9 as agreed by the Board)</u>

Scheibly presented the item to the Board. Staff recommends the Board adopt a motion to have Member Agencies sign the Letter of Authorization for grant and payment programs by October 15, 2023.

Scheibly stated she recommends that the grant money be used for infrastructure and not for staff.

A comments and questions session was held afterwards.

Motion to approve Member Agencies sign the Letter of Authorization for grant and payment programs by October 15, 2023, with the provision to assemble a subcommittee between now and the next JPA Board meeting to discuss. Motion: Cory Bytof. Second: Gretchen Schubeck. Vote: Unanimous.

9. Ad Hoc Subcommittee Appointments

Scheibly presented the item to the Board. Gretchen Schubeck stated that Novato would be interested in joining a subcommittee, particularly the one for the Local Assistance Grant.

Scheibly confirmed that Jessica Deakyne and Bytof expressed interest in being on the subcommittee.

Dan Schwarz expressed interest in being on the subcommittee.

Todd Cusimano suggested that they merge the two subcommittees into one subcommittee and the Board agreed.

Motion to merge the two Ad Hoc Subcommittees into one and appoint Board Members or Alternates to the Ad Hoc Subcommittee.

Motion: Donery. Second: Johnson. Vote: Unanimous.

10. Suggested Agenda Topics

Scheibly presented the item to the Board and then opened the floor to the Board for any suggested future agenda topics.

Eilerman had a suggestion in regard to SB 1383 for staff to provide an update the status and next steps in advance of the budget process prior to January or February.

11. Adjournment

Next JPA meeting will be on October 19, 2023.

3

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

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

Motion:	Sec	ond:
Ayes:		
Noes:		
Abstentions:		

Belvedere Date: October 19, 2023 To: JPA Board of Directors **Corte Madera** From: Kimberly Scheibly, Executive Director **County of Marin** Re: **Executive Director Update Fairfax** The Executive Director will provide an update on recent and ongoing activities provided by staff. Larkspur Recommendation Mill Valley Receive oral report. Information only. Novato **Ross** San Anselmo San Rafael Sausalito

Tiburon

Belvedere

Date: October 19, 2023

Corte Madera

To: JPA Board of Directors

From: Kimberly Scheibly, Executive Director

County of Marin

Re: ZW Programmatic Subcommittee Update

Fairfax

At the October 6, 2023 Programmatic Subcommittee Meeting, the subcommittee discussed the CalRecycle Local Assistance Grant and implications if this grant is awarded to the JPA, on the Zero Waste

Larkspur

Reimbursement Program and ZWM JPA budget as a whole. Historically, Member Agencies have expressed difficulty in spending grant money and the reimbursement funds. Others are concerned that if the Zero Waste

Mill Valley

Reimbursement Fund is no longer in existence they will lose needed funding for ongoing programs, in particular, funding for a Climate Corp Fellow. If

Zero Waste Marin applies on behalf of the JPA Member Agencies, agencies who opt out of the joint application would not benefit from any of the

suggested uses for spending this grant.

Ross

Novato

In accordance with our LOA with each Member Agency, Staff proposes spending the Local Assistance Grant on the following:

San Anselmo

- Enhanced Public Information & Education
 - Creation of co-branded collateral (Member Agencies, ZWM, and Haulers)

San Rafael

- o Direct mailers to all residents and businesses in Marin
- Expanded technical assistance to help businesses become compliant including:

Sausalito

- Infrastructure (colored bins, signage)
- o Climate Corp Cohort to help with trainings and education
- SB1383 implementation software for inspections & enforcement, compliance monitoring, reporting and O&E.

Tiburon

- Subcontract with Environmental Health Services or another outside agency for inspections and Enforcement.
- Edible Food Recovery for Generators and Recovery Organizations
- Compost Procurement to meet 2024-2025 compliance targets.

Zero Waste Marin Staff would be responsible for managing all funds and projects.

5

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

The subcommittee recommended applying collectively as the JPA; however, there was no decision made as to the creation of a new Reimbursement Program for each member agency to use at their discretion.

Grant funding of this size could pose challenges to the budgeting process and may lead to a decrease in Assessments levied on the haulers and facilities for FY 24-25. The impact of grant funding on the JPA budget is a topic that will be discussed at the Executive Level.

The subcommittee will meet again before the next scheduled JPA Board meeting to discuss in more detail, the reimbursement program and how to allocate grant funding for these programs and/or the local assistance grant.

Recommendation

Adopt a Motion to have Zero Waste Marin apply for the CalRecycle Local Assistance grant on behalf of all Member Agencies.

5

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

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

Motion:	Second:
Ayes:	
Noes:	
Abstentions:	

Belvedere

Date: October 19, 2023

Corte Madera

To: JPA Board of Directors

From: Kimberly Scheibly, Executive Director

County of Marin

Re: CalRecycle Grant Resolutions

Fairfax

Larkspur

The California Department of Resources Recycling and Recovery

(CalRecyle) has changed its resolution requirements for some of their grant

programs. In order to submit an application for CalRecycle's HD41

Household Hazardous Waste Grant and Local Assistance Grant OWR4 22-23, the Board needs to approve two revised resolutions allowing the JPA to

apply for each grant.

Mill Valley

These resolutions follow the same guidelines as past resolutions the JPA has approved, which allow the JPA to apply for all applicable grants our entity is eligible for within the next five-years. Accordingly, staff has

prepared two resolutions.

Ross

Novato

Approving both resolutions should ensure that the JPA has approval to apply for both grants stated above that CalRecycle currently offers.

San Anselmo

Attachments:

1. CalRecycle HHW Grant HD41 Resolution 2023-03

2. Local Assistance Grant Resolution OWR4 2023-04

3. Letter of Authorization Local Assistance Grant Member Agencies 23-24 (CalRecycle template)

4. Letter of Authorization Local Assistance Grant 23-24 Example (COM)

Sausalito

San Rafael

Recommendations:

Tiburon

Adopt a motion approving and directing your Chair to sign the attached resolutions.

Adopt a motion to approve and sign a Letter of Authorization for the Local Assistance Grant.

6

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

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

Motion: Second:

Ayes:

Noes:

Abstentions:

Resolution No. 2023-03

RESOLUTION OF THE MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY (JPA) BOARD OF DIRECTORS AUTHORIZING SUBMITTAL OF A REGIONAL APPLICATION FOR WHICH MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY (JPA) BOARD OF DIRECTORS IS ELIGIBLE

WHEREAS, Public Resources Code sections 48000 et seq. authorize the Department of Resources Recycling and Recovery (CalRecycle) to administer various grant programs (grants) in furtherance of the State of California's (state) efforts to reduce, recycle, and reuse solid waste generated in the state thereby preserving landfill capacity and protecting public health and safety and the environment; and

WHEREAS, Household Hazardous Waste Grant HW41 allows regional grant projects; and

WHEREAS, CalRecycle grant application procedures require, among other things, a regional applicant's governing body to declare by resolution certain authorizations related to the administration of CalRecycle grants.

NOW, THEREFORE, BE IT RESOLVED that the Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) Board of Directors authorizes Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) Board of Directors to submit a Household Hazardous Waste Grant HW41 regional application on behalf of itself as Lead Agency and the participating jurisdictions as shown by the documentation attached.

BE IT FURTHER RESOLVED that the Executive Director, or designee, is hereby authorized and empowered to execute on behalf of Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) all grant-related documents, including, but not limited to, applications, payment requests, agreements, and amendments necessary to secure grant funds and to implement the approved grant project; and

BE IT FURTHER RESOLVED that these authorizations are effective for five (5) years from the date of adoption of this resolution.

AYES:	NOES:	ABSENT:
Date Adopted: October	er 19, 2023	
Kimberly Scheibly, Ex	_ ecutive Director	Attest: Heather Abrams, Chair

BOARD OF DIRECTORS FISCAL YEAR 2023-2024

Name	Org/Company	Title
Robert Zadnik	Belvedere	City Manager
Adam Wolf	Corte Madera	Town Manager
Heather Abrams	Fairfax	Town Manager
Dan Schwarz	Larkspur	City Manager
Mathew Hymel	Marin County	CAO
Dan Eilerman	Marin County	Assistant CAO
Todd Cusimano	Mill Valley	City Manager
Jessica Deakyne	Novato	Assistant City Manager
Christa Johnson	Ross	Town Manager
David Donery	San Anselmo	Town Manager
Cristine Alilovich	San Rafael	City Manager
Chris Zapata	Sausalito	City Manager
Greg Chanis	Tiburon	City Manager

Resolution No. 2023-04

Resolution of the Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) Board of Directors authorizing submittal of Individual Grant Applications for all grant programs for which Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) Board of Directors is eligible.

Whereas, Public Resources Code sections 48000 et seq. authorize the Department of Resources Recycling and Recovery (CalRecycle) to administer various grant programs (grants) in furtherance of the State of California's (state) efforts to reduce, recycle and reuse solid waste generated in the state thereby preserving landfill capacity and protecting public health and safety and the environment; and

Whereas, in furtherance of this authority CalRecycle is required to establish procedures governing the application, awarding, and management of the grants; and

Whereas, CalRecycle grant application procedures require, among other things, an applicant's governing body to declare by resolution certain authorizations related to the administration of CalRecycle grants.

Now, therefore, be it resolved that the Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) Board of Directors authorizes the submittal of applications to CalRecycle for all grants for which Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) is eligible; and

Be it further resolved that the Executive Director, or their designee, is hereby authorized and empowered to execute in the name of Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) Board of Directors authorizes Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) Board of Directors all grant documents, including but not limited to, applications, agreements, amendments and requests for payment, necessary to secure grant funds and implement the approved grant project; and

Be it further resolved that these authorizations are effective for five years from the date of adoption.

AYES: NOES: ABSENT:	
Date Adopted: October 19, 2023	
	Attest:
Kimberly Scheibly, Executive Director	Heather Abrams, Chair

Letter of Authorization for grant and payment programs

Note: this letter may not be valid for a period that exceeds the Lead's authorization.

Participating Jurisdiction Letterhead

Date:

Subject Line – RE: Letter of Authorization

I am the (Job Title) of (Name of Regional Participant). I am authorized to contractually bind (Name of Regional Participant). Pursuant to this authority, I hereby authorize (Name of Regional Lead Participant) to submit a regional application and act as Lead Agency on behalf of (Name of Regional Participant). The (Name of Regional Lead Participant) is hereby authorized to execute all documents necessary to implement the project under the (insert Grant or Payment Program Name).

This authorization is effective (*Choose only one of the following*):

- as long as the Resolution is in effect.
- until (Month, Day, Year).
- until rescinded by me or my successor. (For payment programs only.)

Signed by the authorized signature authority

Signature Authority's name and title Address
Telephone Number

EXAMPLE

Letter of Authorization for grant and payment programs

Note: this letter may not be valid for a period that exceeds the Lead's authorization.

Participating Jurisdiction Letterhead

October 19, 2023

Subject Line – RE: Letter of Authorization

I am the **Assistant County Administrator** of the **County of Marin**. I am authorized to contractually bind Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) Board of Directors. Pursuant to this authority, I hereby authorize Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) Board of Directors to submit a regional application and act as Lead Agency on behalf of the **County of Marin**. The Marin County Hazardous and Solid Waste Management Joint Powers Authority (JPA) Board of Directors is hereby authorized to execute all documents necessary to implement the project under the Local Assistance Grant OWR4.

This authorization is effective:

as long as the Resolution is in effect.

Signed by the authorized signature authority

Dan Eilerman – Assistant County Administrator 3501 Civic Center Drive San Rafael, CA 94903 415-473-7364

Belvedere Date: October 19, 2023

Corte Madera To: JPA Board of Directors

From: Casey Fritz, Senior Planner

County of Marin

Larkspur

Novato

Re: Annual Report Presentation

Fairfax Zero Waste Marin staff have compiled an Annual Report for the 2022/23

Fiscal Year to highlight major accomplishments, program updates, and

goals for the next fiscal year. The report contains metrics from the programs run by Zero Waste Marin staff, with the intent to focus on the measurable

impact of our programs and any possible improvements that could improve

outcomes or magnify impact.

Mill Valley

Some of the major highlights from the 2022/23 FY were hiring new staff, the

first-ever platinum certified school in the Zero Waste Schools Program, the shift in management of the HHW facility to the JPA, and the expansion of

the edible food recovery program to comply with SB 1383.

Ross The report closes with goals for the 2023/24 FY, which include hiring more

staff to help with implementation of SB 1383, updating the work plan,

expanding HHW take-back opportunities, updating public outreach

San Anselmo materials, developing a strategy for providing education at events, growing

the role of the LTF, and convening the JPA Subcommittee to evaluate

programs.

San Rafael

Attachment: FY 22-23 Annual Report

Sausalito

Recommendation

Tiburon Receive oral report. Information only.

ZERØWASTEMARIN



ANNUAL REPORT FOR FISCAL YEAR 2022/23

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Letter from the Executive Director

It is truly an honor to have been selected as the Executive Director of the Zero Waste Marin JPA. Starting this position with only four months left in the 2022/23 fiscal year was a challenge. I thank everyone on the JPA Board, my supervisors, and my staff for all the support they provided as we navigated the looming deadlines. In a short time, we were able to accomplish the following:

- 1. We approved the FY23-24 budget.
- 2. We amended and approved the 1996 JPA Agreement.
- 3. Alternates were added to the JPA Board to ensure a quorum at each meeting.
- 4. We entered into Letter of Agreements with all member agencies to aid in compliance with the ongoing implementation of SB 1383. ZWM staff will be responsible for the following:
 - a. Technical Assistance, Public Education & Outreach, and State Reporting
 - b. Recovered Organic Waste Product Procurement
 - c. Edible Food Recovery Program
 - d. Enforcement of commercial generators
- 5. We restructured ZWM staff roles & responsibilities.
- 6. We assumed oversight and fiscal responsibility of the Marin Household Hazardous Waste Facility (MHHWF).
- 7. We entered into a one-year agreement with Marin Recycling & Resource Recovery, the operator of the Marin Household Hazardous Waste Facility, to enable the facility to remain open as we work together on a new contract.
- 8. We reconvened the Local Task Force, which had been on hiatus for the past three years.

Our work is a continuous improvement process. Every day I am grateful for the staff, the member agencies and their staff, and all the community agencies that continue to inspire, motivate, and challenge me to reach and exceed our shared goals of climate resiliency and waste reduction. We thank you all so much for your continued support.

Kimberly	Scheibly
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Executive Director



Zero Waste Marin: Who We Are

The Zero Waste Marin Joint Powers Authority is a governmental agency that represents all 11 cities and towns in Marin and the unincorporated areas of County of Marin. Our mission is to protect our natural resources by promoting source reduction of waste through reuse, repair, and more mindful purchasing. To make responsible waste sorting easy, we offer a variety of programs including: the Household Hazardous Waste program, the Zero Waste Schools Program, and public outreach and education programs. These programs align with County-wide goals to act on climate change and promote healthy, safe, and sustainable communities.

Zero Waste Marin is comprised of the city and town managers of Belvedere, Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, Ross, San Anselmo, San Rafael, Sausalito and Tiburon and the County of Marin. Zero Waste Marin ensures Marin's compliance with the California Integrated Waste Management Act and its waste reduction mandates. The Marin County Department of Public Works, Waste Management Division administers Zero Waste Marin programs and responsibilities.

ZWM Staff

Kimberly Scheibly Casey Poldino

Executive Director Program Manager

Amy Kolnes

Casey Fritz Senior Planner Senior Planner **Andrew Shelton** Waste Management

Specialist

ZWM Board Members + Alternates

Belvedere

Robert Zadnik, City Manager

Corte Madera

Adam Wolff, Town Manager

Heather Abrams, Town Manager

Larkspur

Dan Schwarz, City Manager

Mill Valley

Todd Cusimano, City Manager

Novato

Adam McGill, City Manager Gretchen Schubeck, Alternate Jessica Deakyne, Alternate

Ross

Christa Johnson, Town Manager

San Anselmo

Dave Donery, Town Manager

San Rafael

Cristine Alilovich, City Manager Cory Bytof, Alternate

Sausalito

Chris Zapata, City Manager Catie Thow Garcia, Alternate

Tiburon

Greg Chanis, Town Manager

County of Marin

Matthew Hymel Dan Eilerman, Alternate

Major Program Accomplishments

Zero Waste Marin experienced growth in the 2022/23 Fiscal Year, in both programs and as a team. New staff hiring allowed for the expansion of existing programs, including long-running programs such as the Schools Program and the Household Hazardous Waste Program. ZWM staff also focused on compliance with SB 1383, including compliance with the edible food recovery and procurement requirements. Staff are happy to share these major program accomplishments from the 2022/23 fiscal year.

ZERO WASTE MARIN SCHOOLS PROGRAM



- The Schools
 Program served 35
 schools in the
 22/23 FY
- The program had its first-ever platinum certified school site!

HIRING + NEW STAFF



- ZWM hired its first Executive
 Director onto the team
- ZWM also hired one new Senior Planner to lead programs

HOUSEHOLD HAZARDOUS WASTE

 ZWM took over management of the Household Hazardous Waste facility from the City of San Rafael



EDIBLE FOOD RECOVERY PROGRAM



- In accordance with SB 1383, ZWM began preparing an edible food recovery program for the entire County of Marin
- ZWM compiled a list of all generators required to donate, and hired a contractor, HF&H, to help develop the program

Diversion Snapshot: Marin County

In recent years state agency CalRecycle has moved away from calculating a diversion rate, instead requiring jurisdictions to report on the Disposal Rate for the jurisdiction. This rate considers both the population of the jurisdiction as well as the employment rate. The table below reflects the calculations of the prepopulated Disposal Rate as indicated by CalRecycle on the Electronic Annual Report (EAR). This rate is calculated annually by pounds per person per day.

Calculated Disposal Rate	Population*		Employment**	
(pounds/person/day)	Target	Annual	Target	Annual
2022	7.6	5	17.3	12.4
2021	7.6	5	17.3	12.4
2020	7.6	4.9	17.3	11.4

^{*}Reporting-Year Population – January 1st estimates of the number of inhabitants occupying a jurisdiction in the Reporting-Year as prepared by the California Department of Finance (DOF).

Regulatory Compliance & Reporting

SB 1383: Procurement and the PlaceWorks study

To comply with SB 1383 regulations that require each jurisdiction to procure and use finished compost, ZWM contracted with Placeworks on January 31st, 2023, with the goal of understanding where compost could be applied in Marin County. To this end, Placeworks has worked on creating a database hosted in ArcGIS Online that inventories each member jurisdiction's parks and landscaping features. This database provides estimates of tonnage of procured organic waste that theoretically can be utilized for each landscape feature based on dimensions and landscape types, as well as summaries of the 'actual' tonnages of compost and mulch already being used in existing maintenance programs for each feature.

The database is accompanied by web-based tools that enable jurisdiction and agency staff to view, update and maintain the data. Staff can also view graphic summaries of key indicators, like remaining procurement targets after utilization. The database contains information for each site used to calculate the total potential tonnage of mulch or compost that can be applied to each landscape feature based on characteristics like area (square feet), landscaping type (turf, low water planting bed, high water planting bed, etc.), and depth and frequency of compost and/or mulch application based on landscaping type. The database is accompanied by a mobile device application for real time updates in the field, and a database editing tool available in a web browser.

The first half of the contract was spent gathering and building out necessary data via the Marin Geo Hub, Marin Maps, and the Biomass group, and on developing an ArcGIS Field Maps mobile application and Experience Builder web application.

ZWM staff worked with the County of Marin's IST team to set up user accounts for access through the County's portal. Each jurisdiction can log in, view, and edit the datasets for their jurisdiction.

^{**}Reporting-Year Employment – The estimate of the annual average number of employees by jurisdiction in the Reporting-Year as prepared by the California Employment Development Department (EDD). Definitions are provided by CalRecycle.

Jurisdictions will review and update the data provided by Placeworks, with a focus on indicating which spaces identified in ArcGIS are actually feasible for compost application and which would not be practical. This data and feedback from the member agencies will be used for compost procurement planning for calendar year 2024 as Zero Waste Marin staff direct the procurement and application of compost in Marin County.

PlaceWorks will assist and train appointed member agency staff with utilizing these tools. A virtual webinar series will be scheduled over the summer months and will include open office hours for all stakeholders to ensure all jurisdictions can access and update their data.

SB 1383: Edible Food Recovery Program

SB 1383 requires jurisdictions to implement an edible food recovery program, aimed at recovering surplus edible food from certain generators. This requirement is split up into two Tiers: Tier 1 and Tier 2. Large entities such as supermarkets, grocery stores, and wholesale food vendors were included in Tier 1 and were required to start donating surplus edible food by January 1, 2022, while smaller edible food generators such as restaurants with more than 250 seats, hotels with more than 200 rooms, and hospitals with more than 200 beds need to begin donating surplus edible food on January 1, 2024.

During the 2022-23 Fiscal Year, Zero Waste Marin staff focused on compiling a comprehensive list of all Tier 1 and Tier 2 edible food generators in the County of Marin covered under the regulations as being required to donate. JPA staff then wrote a Request for Proposals (RFP) to find a contractor to support the development of an edible food recovery program within the County of Marin. HF&H Consultants was chosen and contracted to help JPA staff build out the edible food recovery program, with the goal of establishing a program that not only meets SB 1383 requirements but ensures a system that prevents edible food from being wasted. This program is currently being built.

CalRecycle Electronic Annual Report (EAR)

Each year County of Marin staff submits to CalRecycle an Electronic Annual Report (EAR) on behalf of all Zero Waste Marin Member Agencies which provides the state with an overview of various metrics associated with waste disposal and recovery.

This year's reporting includes the first full year of data of the recently implemented (January 1, 2022) SB 1383 regulations. As per the SB 1383 Letter Agreement dated April 20, 2023, the Zero Waste Marin Staff provided additional assistance to the towns and cities (Belvedere, County of Marin, Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, Ross, San Anselmo, San Rafael, Sausalito, and Tiburon) with completing these reporting requirements.

Areas in which the jurisdictions reported included: Procurement, Edible Food, Collection Systems, Education and Outreach, MWELO, C&D and CalGreen, Enforceable Mechanisms and Ordinances, Enforcement & Monitoring and Planning Documentations.

In addition, the four haulers: Bay Cities Refuse, Marin Sanitary Service, Mill Valley Refuse and Recology provided additional information associated with their Commercial Programs and Residential Programs.

As this is the first full year specifically associated with SB 1383 reporting, this report serves as a baseline for future reporting and provides a benchmark to continue our process improvement efforts through measurable data.

The tables below highlight some of the metrics that will be used for benchmarking:

Number of generators that received SB 1383-related materials*

Print	Electronic	Direct Contact	Other Contact
		ŶŔ	
61362	42271	4312	11847

Number of commercial generators that received Edible Food materials*

Print	Electronic	Direct Contact	Other Contact
736	491	54	35

^{*}These tables do not reflect the City of Novato as they report separately to CalRecycle.

Programs Overview

The following section highlights Zero Waste Marin's main program areas, including the Zero Waste Marin Schools Program, the Household Hazardous Waste program, and our Community Events & Outreach program.

Zero Waste Schools Program

The Zero Waste Schools Program (ZWSP) began working with Marin County schools in 2015 with the intent to help school sites begin or improve recycling and composting programs. To date, the ZWSP has worked with 35 school sites and continues to grow. The focus of the program is to help schools become compliant with mandatory state-wide waste laws, reduce the amount of waste they send to landfill, and empower students to make a change at their school and in their community.

During the 2022-23 Fiscal Year, new JPA staff member Casey Fritz was brought on to take over managing the Zero Waste Schools Program. During this time, Casey updated the Zero Waste Schools Certification to make improvements, incorporate new requirements from state laws, and recognize feedback from

schools on what they would like to get out of the program. Casey also established a new system for tracking school service level data in the program, which allowed JPA staff to determine that 77% of the schools in the program have had an increase in diversion percentage while in the program. Diversion is the percentage of waste that is recycled or composted instead of landfilled, so it is encouraging to see so many schools improve their diversion by recycling and composting more and sending less to landfill. Average diversion of all schools enrolled in the program has improved from 46% to 56% over the course of enrollment in the program.

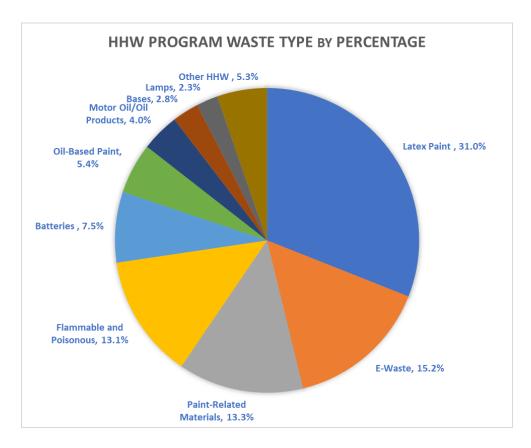
Household Hazardous Waste (HHW) Program

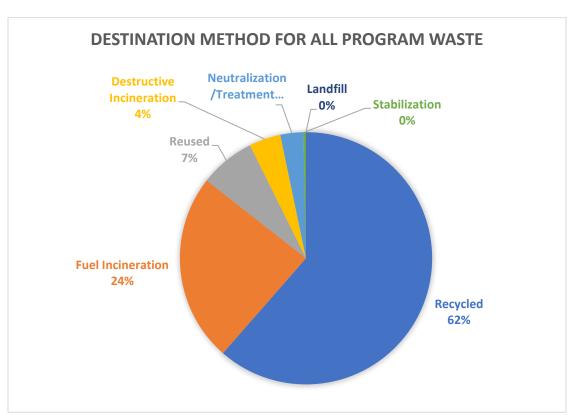
One of the largest programs run by Zero Waste Marin is the Household Hazardous Waste program, which is a result of the partnership between Zero Waste Marin and Marin Recycling & Resource Recovery Association. This partnership previously was between the City of San Rafael Fire Department and the Zero Waste Marin JPA, but management of the facility was transferred to Zero Waste Marin in the 2022/23 Fiscal Year. The HHW Facility is operated by Marin Sanitary Service staff and has been since it opened. On July 1st, 2023, the HHW Facility management was taken over by Zero Waste Marin.

Residents of Marin County, except Novato, may drop off their HHW at the facility or at the collection events for free. Very Small Quantity Generator (VSQG) businesses may drop off their hazardous waste for a fee. The Marin HHW Facility also offers a reuse area where like-new products are available for residents and businesses to take for free. The reuse area is open to the public during facility hours. The table below summarizes the total pounds of materials collected, the number of household participants, and the number of commercial Small Quantity Generators that participated. It also summarizes the materials collected for the Reuse Area.

Program Type	Pounds Collected	Household Participants	<u>CESQG</u> <u>Participants</u>
Marin HHW Facility	1,087,233	27,577	308
Reuse Area	38,649	N	I/A

The following pie charts show two different metrics for the HHW program. The first chart, "HHW Program Waste Type by Percentage", shows the amount of hazardous waste materials collected by type or category, such as latex paint or batteries. The second chart, "Destination Method for All Program Waste", shows how the HHW was handled after collection.





The following sections contain information on additional household hazardous waste programs run by Zero Waste Marin.

Bulb and Battery Recycling Program

To operate a bulb and battery program across Marin County, Zero Waste Marin works with contractor Revolt Recycling. The goal of this program is to provide convenient locations across the County where residents can safely recycle their bulbs and batteries, which cannot be processed in standard recycling systems.

Revolt provides collection and hauling services of fluorescent tubes, standard household CFL and U-Tube bulbs, and standard household single-use and rechargeable batteries. Each designated collection location is provided with receptacles or bins to ensure compliance with local, state, and federal laws and regulations. Revolt Recycling also works with participating retailers to streamline collection, minimize hazardous conditions, and prevent contamination.

Participating locations include:

- Waste Management JPA Office
- Bolinas Bay Lumber
- Supply Point Reyes
- Good Earth Natural Foods
- Goodman Building Supply
- Jacksons Hardware

- Waterstreet Hardware Sausalito
- Tamalpais Community Services District
- Marin Ace Hardware
- United Markets (San Anselmo)
- United Markets (San Rafael)

Below is a table of the pounds (LBS) of electronic waste recycled outside of the Permanent HHW Facility by Revolt Recycling at the 11 participating locations listed above.

Florescent Lamps	6,718 LBS
Rechargeable Batteries	1,684 LBS
Other Batteries	31,375 LBS

Used Oil Recycling Program

Zero Waste Marin has a contract with Soluna Outreach Solutions to operate the Used Oil Recycling Program. Soluna is responsible for visiting, installing signage, and reporting required information on all Certified Collection Centers (CCCs). Many of these requirements must be reported to CalRecycle. Soluna also helps Zero Waste Marin to conduct outreach at community events such as fairs, car shows, and farmers markets. Other outreach efforts include working with marinas in the County to provide oil-absorbent pads, conducting outreach to harbor masters and residents, and running English as a Second Language (ESL) classes on the recycling of used oil and filters. During the fiscal year 2022/23, ten ESL classes were conducted with a total attendance of 267 people.

The community's response to the program continues to be very positive. Last fiscal year, 26 kits were successfully delivered to residents in Marin County that requested a kit through the online program. Additionally, the nine collection centers that voluntarily receive oil from the public reported collecting 12,039 gallons of used motor oil and 4,410 filters. All the locations are doing a good job as collection centers and the managers are positive about their role in the program.

Oil Recycled	12,039 LBS
Oil Filters Recycled	4,410 Filters

Marine Flare Event

During the 22/23 FY, ZWM staff collaborated on planning for a marine flare collection event. The purpose of this event is to collect expired marine flares and educate residents about marine flare management safety, including the advantages of reusable distress signals, as well as handing out free reusables to residents to protect communities and local environment. CPSC took the lead on the outreach efforts, which included postcards mailed directed to all registered boaters in each partnering jurisdiction, social media posts, webinars and conference presentations, newsletters, and direct emails to stakeholders. CPSC and the California Coastal Commission also coordinated with all Marin County Marinas, particularly the host site Clipper Yacht Harbor, to post fliers and inform their communities of the event.

Participants and project partners included:

- Alameda County
- Delta Diablo
- Del Norte County
- West Contra Costa County
- Marin County

- California Product Stewardship Council (CPSC)
- CalRecycle
- California State Parks
- California Coastal Commission

The purpose of partnering with so many organizations was to host the marine flare collection events in Northern California on the same weekend. Coordinated outreach and marketing efforts were used to promote the synchronized events.

This event will take place during the 2023/24 Fiscal Year. Additionally, Zero Waste Marin has applied for a grant from CalRecycle that could alleviate the costs for this program and allow the County to possibly have Marine Flare events twice a year.



Toxic Away Day Events

Zero Waste Marin works with Clean Earth to manage two Toxic Away Day events in West Marin. This program has been funded by the Marin County Hazardous and Solid Waste JPA but managed by San Rafael Fire for over 20 years. The JPA will manage its first event in November 2023 in Bolinas.

Toxic away events are held two times a year, one in Bolinas in November and the other in Point Reyes in May. Clean Earth sets up and takes down the event and follows all rules and regulations regarding accepting HHW materials from residents. Clean Earth sorts materials from residents into proper and compliant containers to safely transport to recycle or dispose.

The measure of success is largely of safety, attendance, and satisfaction of residents. These events may prevent hazardous waste from being dumped in nature or improperly disposed of in our municipal waste streams. The events usually have around 60 households participating and collect more than 5,000 pounds of waste to be managed. The table below summarizes the totals for the 2022 events.

Event Name	Pounds collected (LBS)	Number of Cars
2022 Bolinas Toxic Away Day	7,941 LBS	60 Cars
2022 Pt. Reyes Toxic Away Day	5,651 LBS	60 Cars





Community Events & Outreach

Earth Day Marin

To celebrate Earth Day, JPA staff attended the Earth Day Marin event put on by Green Change in Mill Valley. The event was held at the Mill Valley Community Center and brought together many different community groups focused on tackling our most pressing environmental challenges. Community

members were invited to attend the event to learn about climate and environmental solutions that they could support and implement in their everyday lives. Casey Fritz, the lead for the Zero Waste Schools Program, attended the event to play a zero waste game with attendees, discuss ways to reduce waste, and help community members learn about Zero Waste Marin's efforts to reduce waste at Marin County schools.



JPA STAFF AT THE EARTH DAY MARIN EVENT.

Outreach

Zero Waste Marin staff provide outreach to the community in a variety of ways, including through the website, social media channels, physical collateral, media campaigns, and direct outreach like phone calls or site visits. Below are a few highlights of the outreach efforts conducted by Zero Waste Marin in the 2022/23 fiscal year.

Zero Waste Schools Video

Zero Waste Marin worked with contractor Gigantic Idea Studio (GIS) to film and produce a "Day in the Life of A Zero Waste School" video at Bahia Vista Elementary School in San Rafael. For this project, the ZWSP lead coordinated with GIS on the important pieces to highlight in the video. The video covers the efforts of students, custodial staff, and teachers to demonstrate the importance of all school stakeholders working together. The video also covers the support that schools are provided when they are enrolled in the Zero Waste Schools program, including educational support, infrastructure for recycling and composting, and expert advice on setting up a sorting system.

The video is on the Zero Waste Marin Schools Program webpage and on the Zero Waste Marin YouTube channel. It has more than 300 views on YouTube.

Social Media (Facebook)

Zero Waste Marin worked with contractor Gigantic Idea Studio (GIS) on managing Facebook posts. GIS focused on posting consistently to the ZWM Facebook account, with 23 posts during the 22/23 fiscal year. Nearly all Facebook posts were promoted, leading to an audience reach of 275,000.





Spring Campaign – Turn Down the Volume

Zero Waste Marin staff worked with contractor Gigantic Idea Studio to run a spring campaign called "Turn Down the Volume". The campaign message focused on reducing waste by making switches to common household items, such as switching to reusable cleaning cloths, using rechargeable batteries, or avoiding plastic detergent bottles by using detergent sheets. Examples of the campaign collateral are included below.







The campaign ran from May 1, 2023 – June 30, 2023, and was run in the Marin IJ, through EfectTV ads, on bus shelters, and on social media, among other strategies. Metrics from the campaign are listed in the table below.

Results Summary by Channel

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

Website

The Zero Waste Marin website is an important tool for providing outreach and information to the community. This section will summarize metrics from ZWM's contractor Gigantic Idea Studio, who managed the website during the 22/23 fiscal year.

The table below shows how visitors are accessing the Zero Waste Marin website.

Channel	Visitors	Visits	% of Total Visits	Bounce Rate	Avg. Session Duration (secs)
Organic Search ¹	11,209	13,740	48%	63%	74
Direct ²	7,340	9,091	31%	72%	72
Referral ³	2,172	2,959	10%	71%	80
Email ⁴	2,023	2,131	7%	39%	144
Social ⁵	893	1,002	3%	84%	59
	23,637	28,923	100%	66%	79

- 1. Organic search unpaid search on keywords.
- 2. Direct typing or bookmarking a URL.
- 3. Referral Traffic from a click on another website, including digital ads.
- 4. Email traffic from links in ZWM or Marin IJ emails.
- 5. Social organic and paid traffic from Facebook and YouTube.

The second table, shown below, shows which pages on the Zero Waste Marin website are most popular; most visitors go to the Home page, and the second most popular page is the Recycling Guide.

Top 10 Most-Visited Web Pages, July 1, 2022- June 30, 2023; California-based Visitors					
		% of Total	Avg. Time on		Bounce
Page Title	Page Views	Page Views	Page (secs)	Entrances	Rate
Home	7,030	12%	46	5,079	38%
Recycling Guide	5,567	10%	80	1,927	51%
Turn Down the Volume on Waste!	5,217	9%	200	4,320	80%
Give the Gift of Great Memories!	3,500	6%	172	2,801	90%
Bulb & Battery Take Back	1,586	3%	176	1,026	84%
Household Hazardous Waste	1,509	3%	120	861	77%
Textiles	1,380	2%	154	715	76%
Zero Waste Resources	1,351	2%	35	169	31%
Electronics	1,273	2%	44	895	25%
Who is my Hauler?	1,165	2%	104	313	85%
	56,461	100%	83	28,923	66%

Looking Ahead: Goals for FY 23-24

FY23-24 will be a time to learn more and explore existing programs, budget allocations, and to further define/refine our collective goals and workplan to show progress. SB1383 is a heavy lift, but we have a team of dedicated, creative, and knowledgeable staff who will continue to learn the nuances of the regulations and work to streamline internal processes to demonstrate the impact of our program through metrics and examples. Major goals for FY 23/24 include:

Hire SB 1383 staff approved in the budget.



Update and refine a work plan, with a focus on metrics for programs.



Expand HHW take-back programs through grant funding opportunities.



Evaluate and update public outreach, including a website redesign.



Develop a strategy for providing education at events in member jurisdictions.



Continue to grow the Local Task Force's role as an advisory board.



Convene the JPA Sub-committee to evaluate current programs and the respective budgets and make recommendations for future programmatic needs.



Belvedere Date: October 19, 2023

Corte Madera To: JPA Board of Directors

From: Casey Poldino, Program Manager

County of Marin

Re: Zero Waste Marin Mission Statement

Fairfax Zero Waste Marin staff have worked on a revised mission statement to

capture both our mission and what we offer to reach our stated goals. The

draft mission statement is below:

Larkspur

Mission: The Zero Waste Marin Joint Powers Authority is a governmental

agency that represents all 11 cities and towns in Marin and the

Mill Valley unincorporated areas of the County. Our mission is to protect natural

resources by promoting source reduction of waste through reuse, repair, and more mindful purchasing. To make responsible waste sorting easy, we

Novato offer a variety of programs including: the Household Hazardous Waste

program, the Zero Waste Schools Program, and public outreach and

Ross education programs. These programs align with County-wide goals to act on

climate change and promote healthy, safe, and sustainable communities.

San Anselmo Recommendation

San Rafael

Review and approve the new mission statement.

Sausalito

Tiburon

vote.	Please confirm the vote on this item by reading the following items aloud after the
Motion:	Second:
Ayes:	
Noes:	
Abstentions:	

Belvedere Date: October 19, 2023

Corte Madera To: JPA Board of Directors

From: Casey Poldino, Program Manager

County of Marin

Re: Suggested Agenda Items

Fairfax

Mill Valley

Please recall that your Board adopted the recommendation to allocate five

minutes to allow board members to provide suggested topics for upcoming

Larkspur Zero Waste Marin JPA board meetings.

This now standing item will provide members of the board the opportunity to

make suggestions regarding future agenda topics for the consideration of

Staff, ensuring that the needs of the board are being addressed.

Novato Your board included the suggested agenda topic as indicated in the

September 21, 2023 meeting:

Ross Board Member: Dan Eilerman

Suggested topic: Given the importance of SB 1383, provide an update on

the status and next steps in advance of budget process.

San Anselmo

Recommendation

San Rafael

Receive oral report and discuss the opportunity for future suggested agenda

items for Staff consideration.

Sausalito

Tiburon

9

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

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

Motion:	Second:
Ayes:	
Noes:	
Abstentions:	