

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

LTF Meeting Minutes

Thursday, May 9, 2024

10am – 11am

In Person: 1600 Los Gamos Drive, Suite 210, San Rafael, CA 94903

LTF BOARD MEMBERS PRESENT

Special District Members

Dale McDonald, Las Gallinas Valley Sanitary District; Chair
Garrett Toy, TCSD

Environmental Organization Members

Vicki Nichols, Marin Conservation League
Adam Ratner, The Marine Mammal Center

Haulers/Facility Members

Greg Christie, Bay Cities Refuse
Ramin Khany, WM Earthcare; Vice Chair

Public Members

Alice Cochran, San Rafael
Matt McCarron, Novato
Deirdre Fennessy, Unincorporated
Chuck Hornbrook, Southern Marin

Staff Present

Amy Kolnes (Staff)
Casey Fritz (Staff)
Justin Newsome (Admin)

Others Present

Kevin McElroy, Bolinas Community Public Utility District
Amy Likover, Federation of San Rafael Neighborhood
Joe Likover, Federation of San Rafael Neighborhood
Jean Mariani, Novato Sanitary District
Peggy O'Donnell, N/A

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Call to Order Regular Meeting

Regular session was called to order at 10:01am.

1. Open Time for Public Comment (Items not on the agenda)

No public comments

2. JPA Board Meeting Minutes from March 7, 2024

Motion to approve the LTF Meeting Minutes from March 7, 2024

First Ramin Khany

Second Matt McCarron

Vote Count

Dale McDonald: Abstain

Dee Johnson: Absent

Garrett Toy: Aye

Adam Ratner: Aye

Vicki Nichols: Aye

Greg Christie: Aye

Justin Wilcock: Absent

Ramin Khany: Aye

Alice Cochran: Aye

Matt McCarron: Aye

Deirdre Fennessy: Aye

Chuck Hornbrook: Aye

Ayes: 9 Noes: 0 Absent: 2 Abstain: 1

Motion passed

3. Guests: Discussion with Ridwell Inc. (Information)

The speaker from Ridwell Inc. discussed their standing as a small public benefit corporation that works with consumers to keep more items out of landfills by picking up items from homes that do not go into traditional curbside bins. Ridwell Inc. started as a neighborhood project and has grown from Seattle to 8 metropolitan areas. Ridwell Inc. started in the Bay Area over a year ago and has 10,000 users operating in over 30 jurisdictions.

Some news outlets have covered the end-to-end process for Ridwell Inc. The process starts by identifying the needs of cities, counties, and jurisdictions, seeing where the current systems are needing improvements for items such as plastic bags. Ridwell Inc. is a subscription-based service provider (\$14-\$24/month depending on choices), pick-ups are every two weeks for items such as plastic film, multi-layer plastic, non-perishable food, pet supplies, batteries, lightbulbs; this varies depending on the current infrastructure. Depending on location, items are introduced for reuse programs with local non-profits. The Ridwell Inc. website provides information on the partners that are worked with along with the vetting process on the site's transparency page. The stated goal of Ridwell Inc. is to work locally, regionally, then nationally. Reporting is provided to cities on category, weight, description and partners over a calendar year. Ridwell Inc. concluded the presentation with customer satisfaction quotes.

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A question-and-answer session was held following the presentation.

4. Report out from Subcommittees

Infrastructure and End Markets reported having one meeting discussing expansion of landfill and organic capacity with a desire to discuss with the LTF or the county how much material is needing to be managed to find a proper facility. Staff Casey Fritz shared there will be a Waste Characterization Study contract secured by August 1, 2024 via Local Assistance Grant funding to get this information.

Compliance and Regulations reported meeting on March 28 [2024] regarding SB-54 and the states deadlines for compliance. The subcommittee is looking to form comments and recommendations for presentation. The extensions provided allow for more public input which the subcommittee has looked at via webinars and sessions; this is expected to be an ongoing conversation and topic. Additionally, SB-1066 (flare recovery) was discussed regarding how to safely deal with flares. The legislation is in the early stages and the subcommittee will continue to monitor any updates. Staff Casey Fritz shared that ZWM signed on to a letter of support for SB-1066 and let the LTF know if there are any bills that ZWM should consider voicing support for those recommendations are welcomed. A brief question and answer session was held. An LTF member requested a list of bills that ZWM are tracking. Staff Casey Fritz will look to get approval to distribute the list to the LTF.

Outreach and Education reported no formal update but noted Staff Fritz provided information to the subcommittee on the ZWM website launch and it was reviewed by the subcommittee. The subcommittee gave feedback based on difference jurisdiction sites for reference. Staff Fritz confirmed the current ZWM website is the official website. The subcommittee noted on the ZWM website there was incomplete information regarding mattress disposal topic. Staff Fritz requested an email to investigate further.

Construction and Demolition reported meeting twice (April 3 and May 1; every first Wednesday of each month) to focus on three areas: Deconstruction and reuse, biomass study, and solar panel recycling. A rep from GreenLynx spoke to this subcommittee at a meeting, the subcommittee is preparing recommendations for submissions to the JPA for deconstruction and reuse ordinances. Staff Kathy Rico gave a presentation on solar module program that is in the early stages and will provide feedback. A brief question and answer session was held.

5. LTF Membership: Fiscal Year End and Applications

Staff Casey Fritz shared the circumstances regarding LTF seats per the guidelines, seats are for 3 years with the seat members welcomed to reapply after vacating. Seats taken prior to the pandemic were provided an extension which runs to the end of the current fiscal year June 30th. This reminder provided by Staff Fritz does

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not apply to new members Chuck Hornbrook, Dale McDonald, Garrett Toy, and Justin Wilcock. Staff Fritz will send the applications for LTF seats in a future email for those interested in fulfilling their seats again. A brief question and answer session was held.

6. Upcoming Meeting Schedule

Motion to schedule a meeting for Thursday, June 27th at 10am to allow one more meeting before the end of the fiscal year, with ability for staff to update the date and time if needed.

First Chuck Hornbrook

Second Vicki Nichols

Vote Count change each city to reflect vote. Aye, Noe, Absent, Abstain.

Dale McDonald: Aye
Dee Johnson: Absent
Garrett Toy: Aye
Adam Ratner: Aye
Vicki Nichols: Aye
Greg Christie: Aye

Justin Wilcock: Absent
Ramin Khany: Aye
Alice Cochran: Aye
Matt McCarron: Aye
Deirdre Fennessy: Aye
Chuck Hornbrook: Aye

Ayes: 10 Noes: 0 Absent: 2 Abstain: 0

Motion passed.

7. Recommend Agenda Items for the Next LTF Meeting

LTF member Ramin Khany requested update on the waste characterization study plans. Legislative update and priority list. Discussion of bulky item disposal programs.

8. Adjournment

Chair McDonald adjourned the meeting at 11:10am.

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

Motion: _____ Second: _____

Ayes: _____

Noes: _____

Abstentions: _____

Ridwell

Wasting less, made easy

May 2024



What Is Ridwell?

A small, private, public-benefit company that works directly with consumers to offer a convenient, supplemental circularity service that helps them waste less w/out leaving home



Our Story: A Father and Son Project

Each week, we helped neighbors reuse and recycle items not collected curbside



Where We Operate Today

In over 200 jurisdictions in eight metropolitan areas

Metropolitan Areas

- Atlanta
- Austin
- SF Bay Area
- Denver
- Los Angeles
- Minneapolis/St. Paul
- Portland
- Seattle



Where We Operate in the Bay Area

Over 10,000 members across over 30 Bay Area jurisdictions

Contra Costa and Alameda counties

Alameda	Lafayette
Albany	Moraga
Berkeley	Oakland
Danville	Orinda
El Cerrito	Richmond
El Sobrante	San Pablo
Emeryville	Walnut Creek
Fremont	Union City
Hayward	

Santa Clara, San Mateo, and SF counties

Burlingame	Pacifica
Belmont	Palo Alto
Cupertino	Redwood City
Daly City	San Carlos
Foster City	San Mateo
Hillsborough	San Francisco
Los Altos	San Jose
Menlo Park	South SF



Press Coverage

ENVIRONMENT

Startup service Ridwell takes hard-to-recycle items and finds a 2nd life for them

CBS NEWS
BAY AREA

By Devin Fehely, Molly McCrea
Updated on: April 12, 2024 / 11:57 AM PDT / CBS San Francisco



KPIX

CBS NEWS
BAY AREA

9:47 AM

SANTA CLARA



"I think it's worth it to pay for Ridwell on top of the city's existing waste pickup because I know that there are **more things that are being kept out of landfill** that way," said South Bay resident Hannah Parenteau.

FAST COMPANY

CNN

Forbes

EAST BAY TIMES

Los Angeles Times



Our Service Begins with Finding Diversion Opportunities

Ridwell looks for opportunities to reuse or recycle items that existing programs are struggling to divert



Our Subscription-Based Service

- We charge a flat monthly subscription fee ranging from \$14 to \$24/month depending on service plan
- Membership includes the opportunity for bi-weekly pickup of a limited set of designated items defined by category type
- Members source-separate items into pre-labeled cloth bags and opt-in to service in advance of pick up day

Hard-to-Recycle Items



Items that can be recycled just NOT in curbside recycling bins

Reusable Household Items



Items donated to local non-profit organizations

Finding and Vetting Our Partners

Before we will include any item in our service, we FIRST make sure that a vetted and trusted reuse or recycling partner exists

Specialty Recycling Partners

- Industry certification
- Geographic location (local)
- Secure verification of any downstream guarantees
- Quality/Quantity fit
- Site visit

Reuse Partners

- Verify non-profit good standing
- Geographic location (local)
- End-market verification
- Quality/Quantity fit
- Educational resources and data to share with Members

An average of 15% - 20% of identified potential partners make it through our vetting process - which often begins a year before launch

Our Bay Area Partners

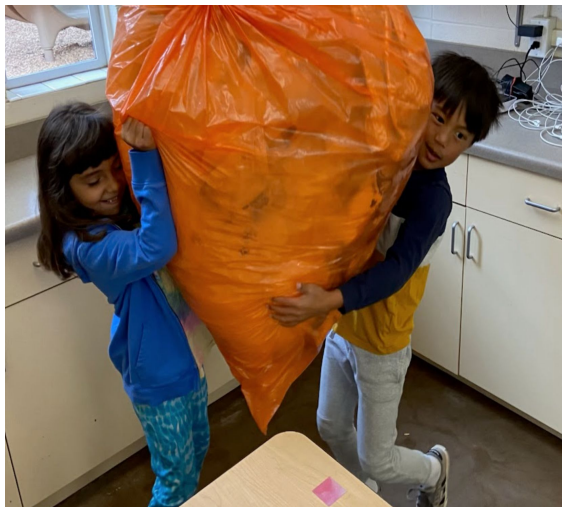
Local wherever possible, but regional or national when necessary



Our Community Focus - Building Local Partnerships

Identifying local organizations' needs, building partnerships, and making it easy for households to donate specific items for reuse and give back to their community

Berkwood Hedge School



Collection of plastic film in support of school fundraiser

**Friends of the Alameda
Animal Shelter**



Pet supplies including unused kitty litter, pet food and toys

SCRAP SF



2,000 + lbs of art supplies

North Bay Non-Profit Partners

Already in discussions with two Marin-based partners



"Make It Home is grateful for our partnership with Ridwell. The kitchenware donations we received helped us house countless families, while keeping useful materials from area landfills. We're excited to continue the partnership in a bigger way once they are operating in Marin!"

*Carolyn Flannery,
Founder & President
Make it Home*



"Ridwell fills an unmet need in Marin County by picking up materials that too often go to landfills. Household food waste is a major source of landfill waste and we're excited to partner with Ridwell in preventing more of it from going to waste."

*Will Dittmar,
Executive Director
ExtraFood.org*



Our Transparency

A public-facing web page that discloses our partners and where our materials go

So, where does it all go?

We work with local, regional, and national partners to divert as much as possible from the landfills.

DENVER

SEATTLE

PORTLAND

MINNEAPOLIS

AUSTIN

BAY AREA

LIGHT BULBS



Plastic film

99.3% diverted material

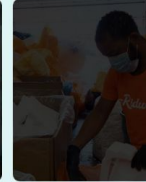
0.7% contamination*

Trex turns your plastic film and wrap into new decking material. That's full circle!

Top contaminants

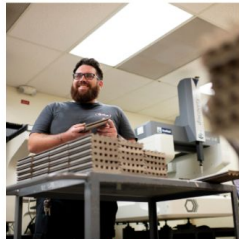
Paper bubble mailers, mixed material bags

THREADS



*25% industry average—read more about our work on transparency here

Metrics last updated on May 11th, 2023.



BAY AREA PARTNER SPOTLIGHTS

Trex

"Ridwell members are an incredibly valuable source of high quality plastic film, which is a key ingredient in the making of Trex decking. We are thrilled to be working with such a conscientious and passionate community."

- Stephanie, Materials Account Manager

We recycle your plastic film with Trex to turn it into composite decking which can last up to 25 years! After screening and processing, your plastic gets a new life.

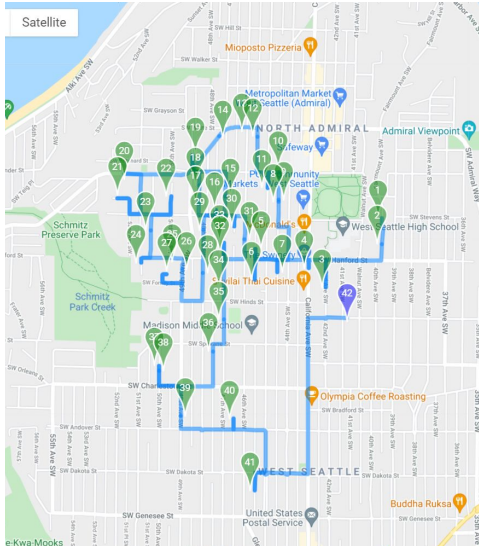
Want to join our community to make a difference? [JOIN TODAY](#)



Our Service and Operations

Efficient, streamlined service that provides the transportation and distribution of small-scale, source-separated items - NOT capable of traditional hauling.

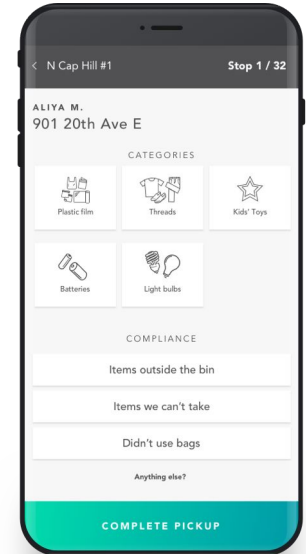
Routing Software



Dedicated Vehicles

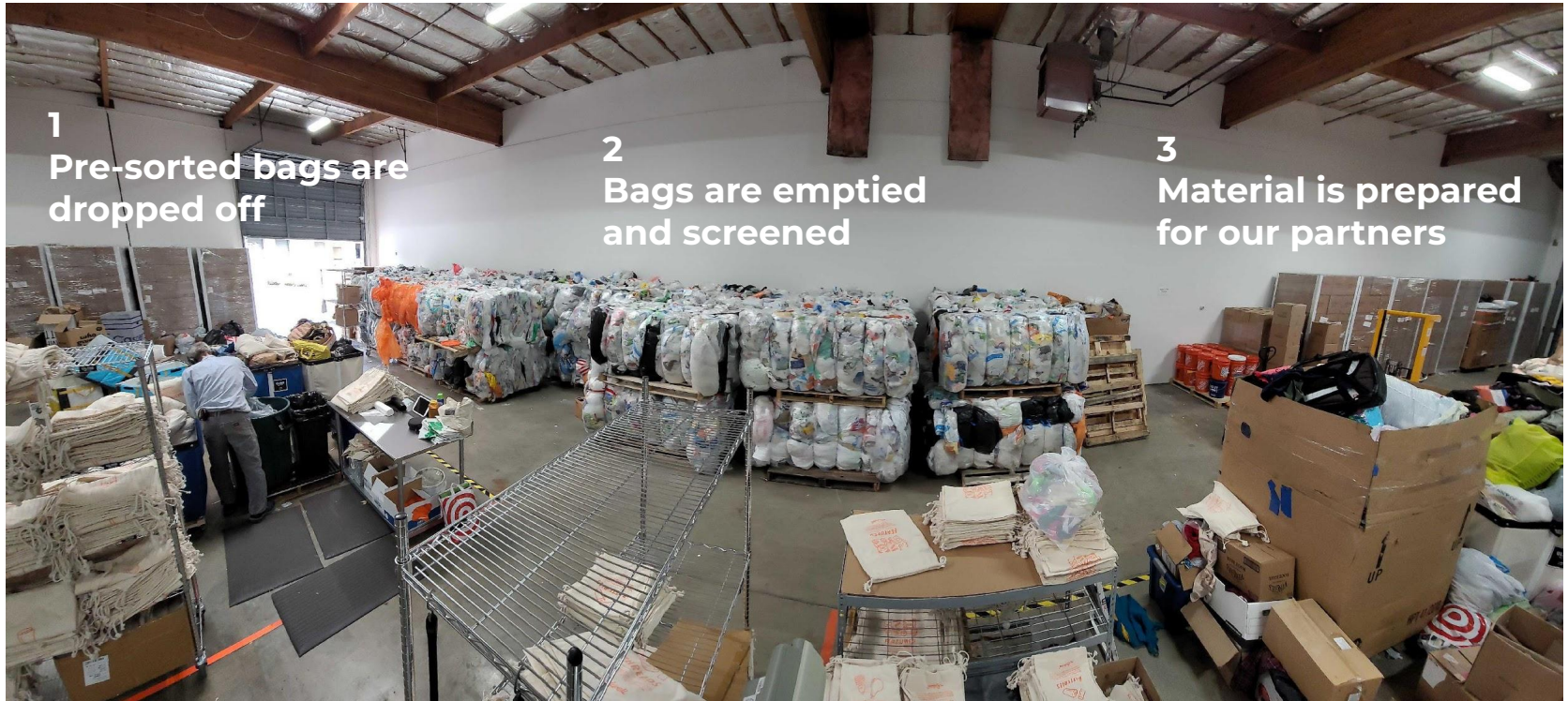


Driver Service App



Inside Our Warehouse

A centralized warehouse that provides distribution of source-separated items - NOT traditional processing



How We Fit in California

New Opportunities to Support State and Local Waste Reduction Goals

Expand Reuse

- Network of local non-profits increase reuse and support local organizations.

Expand Responsible Recycling

- Easier recycling of challenging materials like batteries, light bulbs, cords and chargers.

Support implementation of SB 54

- Ridwell is an “alternative collection service” under SB 54, that can assist in the recycling of materials not appropriate for the curbside system - i.e., plastic film.
- Engaging with CalRecycle and the PRO.

Facilities and Services Appropriately Permitted

- Comply with all applicable local and state regs.
- Provide reporting where requested.



Municipal Reporting

Data collection enables clear reporting of item, quantity and destination

Material Received	2021 Tons	Partner	Partner Type	Final Use	Final Use Description
Reuse Items					
Eyeglasses	0.6	NW Lions Club Foundation	Local non-profit	Reuse	Used eyeglasses are refurbished/repared by the Lions Club and distributed worldwide to individuals who need them yet cannot afford them.
Jewelry	0.22	Boma Jewelry	Local non-profit	Reuse	Used jewelry was repaired/restored and donated to local women's shelters, or if unusable, recycled as scrap metal with some portion of the money funding programs at local women's shelters.
Metal Caps	0.36	Seattle Recycled Arts	Local non-profit	Reuse	Metal caps donated for use in art projects by the Seattle Recycled Art network of artists.
Pet Leashes	1.21	Auburn Valley Humane Society	Local non-profit	Reuse	Pet leashes donated for reuse and to be distributed to local shelters in the area.
Travel-size toiletries	1.62	Dignity for Divas	Local non-profit	Reuse	Toiletries used in 'Diva Survival Kits' which are distributed to unhoused men, women and children.
Towels	2.1	Compass Housing Alliance	Local non-profit	Reuse	Towels given to unhoused individuals who frequent the Alliance shelters and utilize their services.
Hard-to-Recycle					
CFLs/Mixed Bulbs	10.5	Ecolights Northwest, LLC	Specialty recycler	Recycle	Bulbs are recycled directly by Ecolights using specialty equipment that breaks the bulbs down, removes any hazardous materials, and separates out the glass, metal, and plastic for use in new bulbs or other products.
Latex Paint	35.7	Green Sheen	Specialty recycler	Recycle	Old latex paint is re-processed on-site by GreenSheen, a PaintCare member. The paint is screened to remove impurities, batched with like colors, and then re-dyed. This new paint is sold to participating retailers.
Plastic Film	146.2	Trex	Specialty recycler	Recycle	Plastic films are collected and baled at Ridwell locations, then shipped directly to Trex facilities in the US. Trex's proprietary processes turn plastic films into poly-lumber often used as a wood substitute for building projects, or in decks, lawn chairs, or garden beds
Styrofoam	18.1	Styro Recycle, LLC	Specialty recycler	Recycle	Styrofoam is ground up and run through a densifier machine. This processed material is then sold to manufacturers and turned into plastic products such as picture frames and crown molding.

Meet Our Members

Our Ridwell members

- Have mobility challenges or busy households and value the assistance and convenience of our service
- Don't typically take advantage of drop-off centers or collection events
- Are passionate and committed to diverting items beyond those that can be placed in their curbside recycle bins
- Willing and able to pay for an optional, supplemental diversion service



What Our Members Say

Complementary • Helpful • Aspirational

“Our family wants to recycle everything possible. **Ridwell services are a great addition to curbside recycling.**”

-Celeste

“**Ridwell solves recycling problems for people who care about this topic but (like me) have mobility issues** by removing the barriers of seeking out the specialized drop off locations”

-Susan

“**Great service to help busy families be a bit greener** and more mindful of waste.”

-Rachel



Thank you!