

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

AB 939 LOCAL TASK FORCE

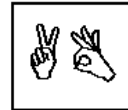
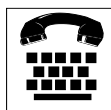
May 8, 2025
[1600 Los Gamos Drive](#), Suite 211
San Rafael, CA 94903
10:00AM – 11:15AM

AGENDA

Call to Order.

- 1) Open Time for Public Comment (Information) (5 min)
 - 2) Approval of the March 6, 2025 Local Task Force (LTF) Minutes (Action) (2 min)
 - 3) Legislative Update (Information) (5 min)
 - 4) Results of the County-Wide Waste Characterization Study (Information) (20 min)
 - 5) Presentation from Olyns: Reverse Vending Machines in Marin County (Information) (20 min)
 - 6) Final Report from Reusables at the Farmers Market Pilot Program (Information) (10 min)
 - 7) Subcommittee Reports (Information) (10 min)
 - 8) Recommend Agenda Items for the Next LTF Meeting (Information) (2 min)
 - 9) Adjournment.
-

The full agenda including staff reports can be viewed at:
<https://zerowastemarin.org/agenda-minutes/>



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Contact the County's Waste Management Division at 415-473-6647 for more information.

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

Belvedere	Date: May 8, 2025
Corte Madera	To: Local Task Force Members
County of Marin	From: Casey Fritz, Senior Planner
Fairfax	Re: Open Time for Public Comment
Larkspur	
Mill Valley	The public is welcome to address the Local Task Force at this time on matters not on the agenda that are within its jurisdiction.
Novato	
Ross	Please be advised that pursuant to Government Code Section 54954.2, the LTF is not permitted to discuss or act on any matter not on the agenda unless it determines that an emergency exists, or that there is a need to take immediate action which arose following posting of the agenda.
San Anselmo	
San Rafael	
Sausalito	<u>Recommendation</u>
Tiburon	Receive public comment. Information only.

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

Belvedere

Date: May 8, 2025

Corte Madera

To: Local Task Force Members

County of Marin

From: Casey Fritz, Senior Planner

Fairfax

Re: Approval of the LTF Minutes

Larkspur

Mill Valley

Please find attached the Draft Action Minutes from the last meeting on March 6, 2025.

Novato

Recommendation

Ross

Adopt a motion to receive and file the Action Minutes.

San Anselmo

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

San Rafael

Sausalito

Tiburon

Motion:	
Second:	
Ayes:	
Noes:	
Abstentions:	

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

Belvedere	Date: May 8, 2025
Corte Madera	To: Local Task Force Members
County of Marin	From: Meilin Tsao, Waste Management Specialist
Fairfax	Re: Legislative Update
Larkspur	
Mill Valley	Staff member Meilin Tsao, who leads legislative tracking for Zero
Novato	Waste Marin, will provide an overview of legislative tracking and
Ross	an update on current legislative priorities.
San Anselmo	<u>Recommendation</u>
San Rafael	Information only; receive and file.
Sausalito	
Tiburon	

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

Belvedere	Date: May 8, 2025
Corte Madera	To: Local Task Force Members
County of Marin	From: Meilin Tsao, Waste Management Specialist
Fairfax	Re: Results of the County-Wide Waste Characterization Study
Larkspur	
Mill Valley	In late 2024 and early 2025 Zero Waste Marin worked with SCS
Novato	Engineers to conduct a waste characterization study of the landfill
Ross	material at the Novato landfill site. The goal of this study was to
San Anselmo	determine how much divertable material is still going into landfill,
San Rafael	and what categories of waste are being landfilled.
Sausalito	A nearly-final report with the study results is now available, and
Tiburon	will be presented by Meilin Tsao. ZWM staff asks that the LTF
	submit any comments they might like included in the final version
	of this report, to be presented to the JPA Board.
	<u>Recommendation</u>
	Information only; receive and file.

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

Belvedere	Date: May 8, 2025
Corte Madera	To: Local Task Force Members
County of Marin	From: Casey Fritz, Senior Planner
Fairfax	
Larkspur	Re: Presentation from Olyns: Reverse Vending Machines in Marin County
Mill Valley	
Novato	Olyns Inc. (https://www.olyns.com/) is a company that installs reverse vending machines in accessible areas, such as grocery stores, to make it easier to recycle bottles and cans with California Redemption Value (CRV). Lise Murphy and Philip Stanger from Olyns will present to the Local Task Force their plans for implementing reverse vending machines in Marin County.
Ross	
San Anselmo	
San Rafael	
Sausalito	<u>Recommendation</u>
Tiburon	Information only; receive and file.

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

Belvedere

Date: May 8, 2025

Corte Madera

To: Local Task Force Members

County of Marin

From: Casey Fritz, Senior Planner

Fairfax

Larkspur

Re: Final Report from Reusables at the Farmers Market Pilot Program

Mill Valley

Novato

Ross

San Anselmo

In the FY 2024/25 budget, Zero Waste Marin included funding for several pilot projects aimed at reducing waste. One of these pilot projects was to provide reusable foodware at the Marin County Civic Center Farmers' Market. ZWM worked with vendor Sparkl Reusables to run this pilot at the Thursday Farmers Market.

San Rafael

Sausalito

The final report is now available, and Casey Fritz will share highlights of the results.

Tiburon

Recommendation

Information only; receive and file.



THE ZERO WASTE SOLUTION

sparklreusables.com – 415.347.6412

Three-Month Pilot of Reusables at Civic Center Farmer's Market Final Metrics Report to Zero Waste Marin

March 31st 2025

Index:

- 1. Summary of Main Activities & Participating Vendors***
- 2. Total Reusable Items Deployed / Single-use items Prevented***
- 3. Total Materials Used and Returned Throughout the Pilot***
- 4. Total Reusable Items Lost/ Missing***
- 5. Customer Feedback***
- 6. Other Program Information (Raffle, Customer Reusing)***
- 7. Photos***

1. Summary of Main Activities

Sparkl's journey at the Thursday Civic Center Farmers Market began when Zero Waste Marin (ZWM) approached Sparkl in July 2024 to explore interest in providing reusable dishware, collection, and dishwashing services at the market. At the time, Sparkl was in the midst of a similar pilot at the Rohnert Park Farmers Market, which we believe was the first large-scale deployment of reusable foodware at a California farmers market.

In September 2024, ZWM confirmed Executive Committee approval to fund a three-month pilot. Sparkl then submitted a proposal and a draft implementation timeline. On December 5th, ZWM introduced Sparkl to the Agricultural Institute of Marin (AIM)—the operator of the Farmers Market—for a walk-through and vendor introductions.

When Sparkl surveyed market vendors about container preferences, we found strong interest in reusable clamshells and coffee cups. Since most food vendors preferred clamshells over plates—the most expensive of our reusables—we proposed launching with a deposit model, charging a refundable \$5 for clamshells and \$2 for cups, the same model we used at the Rohnert Park summer market.

ZWM suggested we start by surveying customers about their interest in a deposit system for reusable food serviceware and their preferred container and cup materials. Over the next week, we secured a second team member to help with customer surveys, printed outreach materials, and set up an information table.

Mid-December marked the launch of customer surveys, with insights recorded and incorporated into updated versions. As we shared findings with ZWM and AIM, there was concern that the deposit model may be a barrier for some and hinder wider adoption. With that in mind, ZWM expressed a preference for Sparkl to implement a no-deposit model. Paul drafted financial analyses for this approach including cost implications of using alternative materials such as ceramic cups. In order to hedge against the risk of high cost to replace more expensive cups without a deposit, Sparkl settled on using our #5 polypropylene plastic cups with a sleeve and lid. Vendor and customer outreach continued through December, while Sparkl secured reusable inventory for the program's launch.

By early January, we transitioned from research to implementation. On January 2nd, we distributed reusable dishware and cups to vendors, installed signage and bins at the farmers market, and educated vendors on the process and best practices. Vendors were guided to start offering the reusables to their repeat customers first as a way to ensure higher returns and to warm up to promoting the program. Customer and vendor responses were positive, and we added a return bin at the Sunday market based on customer feedback. Additionally, an email sent by the County of Marin's Department of Public Works Public Information Office to all County of Marin employees led to a stronger turnout of employees requesting reusables, especially reusable cups from coffee vendors, early in the market day. (One of the main offices for County of Marin employees is the Marin County Civic Center, which is located on the same property as the Thursday Civic Center Farmers Market that is operated by AIM.)

As January progressed, we focused on increasing vendor and customer engagement and participation, promoting reusables for on-site dining, and brainstorming incentives to boost return rates. Despite slower market traffic, interest in reusables remained strong. We identified a preliminary 50% return rate, though one of the two coffee vendors has a 25% return rate. By month's end, participation and returns improved, with notable engagement from customers and vendors interested in purchasing reusables. Additional return bins were placed at the far ends of the market to enhance accessibility. We believe that one of the reasons for the lower return rate of the white cups was that particular vendor's strong social media presence, leading to many of their customers coming for drinks and directly going home, rather than walking the market.

Our work in February encompassed the following activities to further boost the program's impact. We strengthened vendor commitment by working with AIM to reinforce messaging with vendors around defaulting to reusables for on-site dining. Payment links for direct purchase of containers and cups were introduced with applications like Venmo and Zelle, as we had noticed growing interest in visitors who wanted to take reusable products home for ongoing personal use. Given the low return rate on some reusables (white coffee cups and clamshells), raffle flyers were finalized to boost engagement and help us to realize increased returns in the final weeks of the pilot (see below).

March saw key milestones in the program's success. Familiar faces stopped by the booth to say hello and thank you, and others—including a reporter, restaurant and refill shop owners, school administrators, environmental activists, and city leaders—came to learn more. Our first raffle winners were drawn, and vendors were encouraged to promote returns-for-tickets. Additional food vendors donated \$5-off coupons as raffle prizes, strengthening partnerships. By March 13th, an additional Sparkl staffer, Brendan, joined the team to help with earlier presence at the market, per AIM's request. Market patrons continued purchasing Sparkl reusable containers and cups for home and BYO use at other businesses. By March 20th, the raffle incentive had successfully increased return rates, especially for Sparkl containers, which saw a return rate of approximately 45% in January, increasing to 66% in March alone after the raffle had been deployed. Community appreciation for the program was evident, with many patrons looking for ways to support its continuation.

On March 27th, the final market day was met with rain, but the community spirit endured. Containers were still being returned, raffle winners picked up their prizes, and both patrons and vendors expressed deep appreciation for the program. Sparkl left prizes at the AIM booth for those unable to collect them that day, along with two return bins.

When Sparkl representatives returned the following week to collect remaining items, they repeatedly encountered customers arriving at the AIM booth to return containers and retrieve prizes—all while expressing enthusiasm and support. This underscored the program's success. We hope that the groundwork laid over these three months has positioned Sparkl for potential expansion and lasting impact in the journey toward a more sustainable market experience!

[List of the Participating Vendors](#)

- Zolo's Coffee Roasters
- Myriad Coffee
- La Esperanza Pupuseria
- Kinoko
- Pibil / Porchetta Toscana
- Rozmary Kitchen
- Mr. Dim Sum
- Wanna's Kitchen
- Fireswamp Provisions

2. Total Reusable Items Deployed / Single-use Items Prevented

Month	Cups Deployed	Clamshells & Plates Deployed	Accessories (sleeves, lids, utensils) Deployed	Monthly Total Reusables
January	169	96	185	450
February	60	11	111	182
March	76	113	119	308

3. Total Materials Used and Returned Throughout the Pilot

Item	Used	Returned	Lost Items	Return Rate
Green Cups	220	158	62	71.82%
White Cups	74	38	36	51.35%
Containers	226	154	72	68.14%
Plates	69	66	3	95.25%
Lids	249	137	112	55.02%
Sleeves	136	114	22	83.82%
Utensils	41	26	15	63.41%
TOTAL	1015	693	322	68.28%

Deployed, Returned and Missing



4. Customer Feedback

- 34 community members surveyed
- 50% had not heard of the program before being surveyed
- Question: What would make it easier to participate in the program?
 - More participating vendors
 - Easier return locations
 - More advertising around the community and farmers market
 - Clearer instructions on how the program works
- 75% of customers surveyed stated that reducing single-use waste was “very important.”
- 84% support continuing the reusable program
- Some customers did not like the material Sparkl’s serviceware was made out of (plastic). Customers would be more likely to participate and pay a deposit if the material were changed (ceramic or aluminum).

5. Vendor Feedback

- 7/9 participating vendors were surveyed
 - Rozmary Kitchen
 - Kinko
 - Myriad Coffee
 - La Esperanza
 - Wannas Kitchen
 - Mr Dim Sum
 - Fireswamp Provisions

- Question: How easy was it to integrate Sparkl's reusables into your operations?
 - 3 of 7 vendors said it was "very easy" to integrate Sparkl's reusables into their operations.
 - 1 of 7 felt "neutral" about integrating the reusables into their operations
 - 3 of 7 stated it was "somewhat difficult"
- Question: What was the biggest benefit of participating?
 - 56% said "Reducing waste and positive environmental impact" was the biggest benefit.
- Question: What were the biggest challenges?
 - Time and capacity were the biggest challenges for vendors.
 - When their business became busy, there was not enough time or staff members to explain the reusable program to every consumer.
- Question: Would you be interested in continuing the program?
 - 71% of vendors said "maybe"
 - 29% of vendors said "yes"
- Suggestions for future programs
 - More container options
 - Participation in both markets
 - Simple, captivating signage explaining the program

6. Other Program Information

- Raffle for returns was a popular incentive
- Plates had the highest return rate of all items deployed
- Return bins positioned at the far end of the market was a helpful addition
- Regular Sparkl check-ins helped remind vendors to offer reusables to customers
- Some vendors kept their inventory while others wanted it delivered every market
- A percentage of users kept reusing Sparkl cups instead of returning them to Sparkl booth.
- Better coordination during large group visits (camps and schools, etc) to prevent overwhelming the three bin system while also using it as a teaching moment for reusables.

7. Photos of customers participating in the program

Link to complete photo album [here](#)



Left: Cory Bytoff, Sustainability Manager, City of San Rafael, enjoying food from Mr. Dim Sum, **Center left:** A happy customer, **Center Right:** Children learning about reusables with Sparkl, **Right:** Marin Magazine journalist taking an interest in the program.

8. Sparkl Sustainability Metrics Digital Placard

Reusables Pilot at *Marin Civic Center Farmers Market* Avoided **1,015** Single-Use Products with **SPARKL REUSABLES!**

*Choosing reusables over disposables
equates to savings of..*



**ZERO
WASTE
MARIN**

**SPARKL
REUSABLES**
THE ZERO WASTE SOLUTION

AIM
AGRICULTURAL
INSTITUTE of MARIN

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

Belvedere

Date: May 8, 2025

Corte Madera

To: Local Task Force Members

County of Marin

From: Casey Fritz, Senior Planner

Fairfax

Larkspur

Re: Report Out From Subcommittees

Mill Valley

Subcommittees were established in the November 2023 Local Task Force meeting with a goal of facilitating more focused discussion and recommendations. The Subcommittees formed included:

Novato

Ross

- Infrastructure & End Markets
- Compliance & Regulations
- Outreach & Education
- Construction & Demolition

San Anselmo

San Rafael

Sausalito

Tiburon

At each meeting, Subcommittees will report out on their recent activities and any upcoming recommendations or projects.

Recommendation

Each Subcommittee should report out on their progress. Staff recommend that each Subcommittee also state their intended focus and priorities.

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

Belvedere	Date: May 8, 2025
Corte Madera	To: Local Task Force Members
County of Marin	From: Casey Fritz, Senior Planner
Fairfax	Re: Recommend Agenda Items for the Next LTF Meeting
Larkspur	
Mill Valley	In the August 2023 Local Task Force meeting, an LTF member suggested that the Task Force allocate five minutes to allow members to provide suggested topics for upcoming Zero Waste Marin LTF meetings.
Novato	
Ross	
San Anselmo	This now standing item will provide members of the Task Force the opportunity to make suggestions regarding future agenda topics for the consideration of Staff, ensuring that the needs of the Task Force are being addressed.
San Rafael	
Sausalito	
Tiburon	<u>Recommendation</u> Receive oral report and discuss the opportunity for future suggested agenda items for Staff consideration.