

**CITY OF MILPITAS
RECYCLING AND SOURCE REDUCTION
ADVISORY COMMISSION MEETING
JANUARY 27, 2009 7:00 P.M.
455 E. CALAVERAS BLVD, MILPITAS CA 95035
COMMITTEE MEETING ROOM**

I. ROLL CALL

II. PLEDGE OF ALLEGIANCE

III. SEATING OF ALTERNATES

IV. APPROVAL OF THE MINUTES: July 22, 2008

V. PUBLIC FORUM

Members of the audience are invited to address the Recycling and Source Reduction Advisory Commission on any subject not on tonight's agenda. Speakers must state their name and address for the Secretary's record, and limit their remarks to under three minutes. As an item not on the agenda, no response is required of City staff or the Commission; however, the Commission may place the item on the agenda for a future meeting.

VI. ANNOUNCEMENTS

VII. APPROVAL OF AGENDA

VIII. OLD BUSINESS

1. 2009 WORK PLAN

IX. NEW BUSINESS

1. ELECTION OF OFFICERS

2. 2007 DIVERSION REPORT

3. SINGLE-USE BAG DISCUSSION

X. STAFF ACTIVITIES

1. SOLID WASTE DIVERSION ACTIVITIES

XI. FUTURE AGENDA ITEMS

XII. ADJOURNMENT

KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review.

Materials related to an item on this agenda submitted to the Recycling and Source Reduction Advisory Commission after initial distribution of the agenda packet are available for public inspection at the Utility Engineering department at Milpitas City Hall,
455 E. Calaveras Blvd., Milpitas during normal business hours.

For more information on your rights under the Open Government Ordinance or to report a violation of the ordinance, contact the City Attorney's office at Milpitas City Hall, 455 E. Calaveras Blvd, Milpitas, CA 95035

E-mail: mogaz@ci.milpitas.ca.gov / Fax 408/586-3030 / Phone 408/586-3040

The Open Government Ordinance is codified in the Milpitas Municipal Code as Title I Chapter 310 and is available online at the City's website www.ci.milpitas.ca.gov by selecting the Milpitas Municipal Code link.

VIII. OLD BUSINESS

1. 2009 WORK PLAN

BACKGROUND: At its July 22, 2008 meeting, the commission reviewed topics for potential work areas. The commission's mission statement, as described in its Bylaws under the section "Purpose", pertains to matters of recycling and solid waste management and to recommend programs designed to reduce solid waste. Staff identifies four broad categories that fit this mission:

- Solid Waste Management Plan
- Universal Wastes / Household Hazardous Wastes
- Source Reduction Activities
- City Recycling & Waste Reduction Programs

RECOMMENDATION: Receive presentation from staff; review categories, potential structure for commissioners' assignment of work areas and annual work plan.

IX. NEW BUSINESS

1. ELECTION OF OFFICERS

BACKGROUND: The existing RSRAC bylaws state that a Chair and Vice Chair are to be selected annually at the first meeting of the year for a term of one year. The Chair is responsible for calling to order and presiding over all sessions. The Vice Chair assumes the Chair's duties in his/her absence. A copy of the Bylaws has been included in the agenda packet.

RECOMMENDATION: Conduct election of Chair and Vice Chair positions.

2. 2007 DIVERSION REPORT

BACKGROUND: The Disposal Measurement System Act of 2008 (SB 1016) outlines a new disposal measurement system for local jurisdictions. The new focus is a 50% disposal reduction of a jurisdiction's solid waste disposal over what it would have been given local factors.

Calculations are used to gauge a jurisdiction's standing. A sample calculation has been included in the agenda packet.

The CIWMB estimates that the benefits of moving to the new system include: increased timeliness and accuracy of diversion information and a streamlined review process. The 2007 report, based upon the new measurement system, is due in March.

RECOMMENDATION: Discuss as needed. Note receipt and file.

3. SINGLE-USE BAG DISCUSSION

BACKGROUND: In response to a growing public concern over the environmental impact of single-use bags, the County's Recycling and Waste Reduction Commission (RWRC) assisted in a year-long development of a draft model single-use carryout bag ordinance. One aim of the ordinance is to impose a customer-based fee for the distribution of single-use carryout bags. This purpose of the fee is two-fold: 1) assist customers in making informed decisions regarding carryout bag reduction and reuse options and 2) assist state and local governments offset the environmental, public health and societal costs imposed by the use of single-use carryout bags.

A draft countywide ordinance has been made available to all Santa Clara County jurisdictions for comment. A copy of the draft ordinance as well as related San Jose outreach material has been included in the agenda packet.

RECOMMENDATION: Receive staff report; provide consensus opinion and direction to staff.

X. STAFF ACTIVITIES

1. SOLID WASTE DIVERSION ACTIVITIES

BACKGROUND: May 2008 –January 2009 program work areas include:

1. Wrote / placed PSAs for City media / web page updates, including information placed in the Fall 2008 & Spring 2009 *Parks & Recreation Activities Guide* (copy attached).
2. Wrote messages promoting City's new paperless billing procedures for City web page and utility bills.
3. Participated in Family Day on May 17 with a focus on reusable bags and recycling programs. Also included were storm water pollution prevention, household hazardous waste safer alternatives and drought tolerant plants and distribution of water conservation devices.
4. Applied for and received \$17,463 from California Dept. of Conservation, Division of Recycling to promote bottles and cans recycling.
5. Created "Easy Money" as the tagline for a campaign promoting recycling California Refund Value beverage containers at four (4) AB2020 collection centers in Milpitas. First to appear was a "sticky note" on the Aug. 21 and Sept. 4 editions of *The Milpitas Post*. Signs at 15 VTA bus shelters in Milpitas started in early September and corresponding public service announcements are running on City media (sample attached). In addition, staff offered to introduce the DOC's bottles and cans recycling program at elementary and middle schools. Six (6) elementary schools and one (1) middle school use DOC-provided recycling containers delivered by Utility Engineering staff.
6. Continued PSAs for City media / web page updates and advertising (sample attached) of Santa Clara County's Home Composting Education Workshops (offered third Saturdays, March – October).
7. Multi-family Recycling & Waste Reduction Program: 1) Produced information packet for resident managers outlining recycling and solid waste program benefits including universal waste recycling options, and providing samples of "Move-in" and "Move-out" handouts for tenants, and 2) Produced bag and insert with Spanish, Vietnamese, Chinese, and Hindu translations with "Recycling is Easy!" message. Door-to-door distribution to approximately 4,200 multi-family households will receive the bag and insert the week of January 26 (bag, insert & info packet to be distributed at meeting).
8. Commercial Recycling & Waste Reduction Program: Re-ordered desk-side recycling boxes for Allied distribution to businesses. Monitored Allied action plan for field marketing including new hire of Recycling Coordinator, internship position, in November 2008.
9. Promoted the June 28 Household Hazardous Wastes Drop-off Event conducted at the Milpitas High School with citywide residential doorhanger distribution (sample attached), including similar print advertising placed three (3) ads in *The Milpitas Post* and twice (2) in *Tri City Voice* and PSAs placed on KMLP-15, 1620AM & the City's web page.
10. Placed "No Drugs Down the Drain" messages (sample attached) and information about proper disposal of sharps and mercury thermometers / thermostats provided by the County of Santa Clara as PSAs on KMLP-15, the City's web page and the Fall 2008 *Parks & Recreation Activities Guide*.
11. Led participation in Celebrate Milpitas! Art & Wine Festival, August 18 & 19 to include information tables about reuse and recycling, storm water pollution prevention, household hazardous waste safer alternatives and distribution of water conservation devices.

12. Participated in Allied's coordination of the Sat., October 4 Sinnott Elementary School Beautification. Utility Engineering, Public Works – Parks Maintenance and Milpitas Volunteer Partners worked the event with students, parents and teachers from the school community. Sod in a common area of 4,700 square feet was installed along with fibar spread underneath a large play structure, and six planting areas (photo copies attached).
13. Led participation in the Spooktacular on Sat., October 25 with information and activity tables about reuse and recycling, storm water pollution prevention, household hazardous waste safer alternatives and distribution of water conservation devices (photo copy attached).
14. Promoted holiday collection schedules and tree recycling including messages on the City of Milpitas Municipal Bill, PSAs placed on KMLP-15, 1620AM & the City's web page; Allied distribution of a doorhanger to single family households and placement of five (5) advertisements (samples attached).
15. County Holiday Source Reduction Campaign: Participated on Task Group to create regional radio and Comcast television advertising; updated "Give an Experience" print advertising and placed five (5) ads in *The Milpitas Post* and four (4) in *Tri City Voice* (sample attached).
16. Participated at monthly Technical Advisory Committee meetings.
17. Participated at monthly Public Education Subcommittee meetings.
18. Participated at monthly Household Hazardous Waste Subcommittee meetings.
19. Continued monthly coordination meetings with Allied Waste Services staff, tracked service issues and planning expectations.

RECOMMENDATION: Note receipt and file.

XI. FUTURE AGENDA ITEMS

XII. ADJOURNMENT

**NEXT REGULARLY SCHEDULED COMMISSION MEETING
TUESDAY, JULY 28, 2009 AT 7:00 P.M.**

RASRAC January 27, 2009

Agenda Packet Materials

1. Agenda January 27, 2009
2. Unapproved Minutes for July 22, 2008
3. RSRAC Bylaws
4. Sample SB 1016 Diversion Calculation
5. Draft Single-Use Bag Ordinance and related SJ outreach.
6. Section 10: Staff Activities attachments