

**CITY OF MILPITAS
RECYCLING AND SOURCE REDUCTION ADVISORY COMMISSION MEETING
JANUARY 26, 2016, 6:00 P.M.
CITY HALL COMMITTEE MEETING ROOM
455 E. CALAVERAS BLVD, MILPITAS CA 95035**

- I. ROLL CALL**
- II. PLEDGE OF ALLEGIANCE**
- III. SEATING OF ALTERNATES**
- IV. APPROVAL OF THE MINUTES OF THE OCTOBER 27, 2015 MEETING**
- 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. COUNCIL LIAISON REPORT**
- VIII. APPROVAL OF AGENDA**
- IX. NEW BUSINESS**
 - 1. ELECTION OF OFFICERS**
- X. OLD BUSINESS**
 - 1. PLASTIC BAG BAN UPDATE**
 - 2. EXPANDED POLYSTYRENE BAN (EPS) BAN DISCUSSION**
- XI. STATUS OF DIVERSION PROGRAM ACTIVITIES**
- XII. REQUEST FOR FUTURE AGENDA ITEMS**
- XIII. ESTABLISH NEXT MEETING DATE**
- XIV. ADJOURNMENT**

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. Alternates may not be nominated for either position as there is the ongoing possibility they may not be seated at every meeting depending upon member attendance.

RECOMMENDATION: Conduct an election for the Chair & Vice Chair position.

X. OLD BUSINESS

1. PLASTIC BAG BAN UPDATE

BACKGROUND: City staff is pleased to report that Council approved the single-use carry-out bag ordinance on September 1, 2015. The second reading of Ordinance 287 was pulled for discussion at the September 15, 2015 Council meeting and re-approved on a 4-1 vote. Staff presented an outreach plan which is now in full swing, per attached outreach schedule.

RECOMMENDATION: Review and discuss outreach plan and samples.

2. EXPANDED POLYSTYRENE BAN (EPS) BAN DISCUSSION

BACKGROUND: RSRAC submitted its FY 2015-16 Work Plan (attached) to the Council on September 15, 2015. The work plan and presentation was approved on consent agenda. In Santa Clara County nine (9) cities have EPS bans: Cupertino, Los Altos, Los Gatos, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, and Sunnyvale. The Santa Clara Valley Water District passed a resolution banning the purchase of EPS food service ware with District funds and banning the use of EPS food service ware at District events.

RECOMMENDATION: Review matrix of EPS ordinances in Santa Clara County (attached). Consider first recommending EPS purchasing policy for City. Second, discuss possible recommendation for a citywide EPS ban.

XI. STATUS OF DIVERSION PROGRAM ACTIVITIES

Highlights of November 2015 – January 2016 program activities:

- a. Urban Runoff Social Media Campaign 2, October 6 – January 31: This campaign began with promoting #MilpitasPickup with the slogan, "Take a Pic & Pick it up (of course, dispose of it properly!)" where browsers may use the City's Facebook account, Instagram or Twitter to submit a photo of litter for a prize. Campaign elements with Halloween, Thanksgiving, and Holiday themes followed. January 2016 began with a month-long contest to post pictures of "where you take your reusable bag." From September through December, 2015, for the trash pickup photos, Facebook results showed large gains; reach (people who saw it) totaled 7,845. People who clicked on the photo totaled 117 and new "likes" came in at

278. 14 people wrote a comment and 15 shared the post. Instagram total new likes was 40 and 80 people are followers of the campaign.

- b. Single Family Recycling & Waste Reduction: “Bring Your Own Bag” outreach supporting the Single-Use Carry-Out Bag Ban began in October and continues through January with timed letters to retailers, distribution of tent cards for points of sale, and advertising in *The Milpitas Post* and on City website and KMLP-15.
- c. Multi-family Recycling & Waste Reduction: Completed research and writing for new multi-lingual brochure; mailing will occur in late January. Continued door-to-door outreach of locations with high contamination and other recycling issues. Program planning for 2016 began with a final action plan to be completed by Republic and City staff due Feb. 26.
- d. Commercial Recycling & Waste Reduction: Completed and mailed 850 customer information packets that included program information, a window decal for businesses to promote participation in the program, a poster and flyer with information on how to get more of the sample materials. Field marketing continued and program planning for 2016 began with a final action plan to be completed by Republic and City staff due Feb. 26.
- e. Fall Leaf Cleanup Project: Household in five annually targeted areas received a letter from Republic Services stating that street sweeping would occur in a weekly basis in November and September. The service was well received by customers.

RECOMMENDATION: Note receipt and file.

XII. REQUEST FOR FUTURE AGENDA ITEMS

XIII. ESTABLISH NEXT MEETING DATE

The next regular meeting of the Commission is April 26, 2016 at 6 pm.

XIV. 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 Phone : 408-586-3040
E-mail: cdiaz@ci.milpitas.ca.gov

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.