

COMMITTEE MEETING  
STATE OF CALIFORNIA  
INTEGRATED WASTE MANAGEMENT BOARD  
SUSTAINABILITY AND MARKET DEVELOPMENT COMMITTEE

**COPY**

JOE SERNA, JR., CALEPA BUILDING  
1001 I STREET  
2ND FLOOR  
SIERRA HEARING ROOM  
SACRAMENTO, CALIFORNIA

TUESDAY, AUGUST 10, 2004  
9:30 A.M.

TIFFANY C. KRAFT, CSR, RPR  
CERTIFIED SHORTHAND REPORTER  
LICENSE NUMBER 12277

APPEARANCES

COMMITTEE MEMBERS

Michael Paparian, Chair

Rosario Marin

Rosalie Mulé

STAFF

Mark Leary, Executive Director

Julie Nauman, Chief Deputy Director

Elliot Block, Staff Counsel

Judy Friedman, Branch Manager, Organics & Resource  
Efficiency

Kier Furey, Staff

Susan Kumpulainien, Committee Secretary

Phil Morales, Branch Manager, Diversion, Planning, and  
Local Assistance

Cara Morgan, Branch Manager, Office of Local Assistance

Bill Orr, Branch Manager, Recycling Technologies

Kyle Pogue, Staff

Susan Sakakihara, Supervisor, Bay Area Section, DPLA

John Smith, Branch Manager, Recycling Business Assistance

Steve Uselton, Supervisor, Los Angeles Assistance Section

Patty Wohl, Deputy Director, Waste Prevention and Market  
Development

APPEARANCES CONTINUED

ALSO PRESENT

Gary DeLaurentiis, ITEC Environmental Group, Inc.

Evan Edgar, Refuse Removal Council

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PROCEEDINGS

1  
2 CHAIRPERSON PAPARIAN: Good morning, everybody.  
3 This is the Sustainability and Market Development  
4 Committee.

5 Just as a reminder, if you've got your cell  
6 phones or pagers with you, if you could turn them off or  
7 on the vibrate mode, it will save you from embarrassment  
8 later on when we all look at you when it starts ringing.

9 We should establish a quorum. If the Secretary  
10 would call the roll.

11 SECRETARY KUMPULAINIEN: Marin?

12 COMMITTEE MEMBER MARIN: Present.

13 SECRETARY KUMPULAINIEN: Mulé?

14 COMMITTEE MEMBER MULÉ: Present.

15 SECRETARY KUMPULAINIEN: Paparian?

16 CHAIRPERSON PAPARIAN: Here.

17 Any ex partes?

18 COMMITTEE MEMBER MULÉ: I'm up to date.

19 COMMITTEE MEMBER MARIN: So am I.

20 CHAIRPERSON PAPARIAN: I'm up to date.

21 Okay. We can dive right into it, Ms. Wohl.

22 DEPUTY DIRECTOR WOHL: That was quick. Okay.

23 Good morning, Committee Chair Paparian and  
24 Committee members.

25 In our continuing effort to introduce innovative

1 recycling-based entrepreneurs to the general public, I'd  
2 like to share another successful effort with you. On July  
3 7th, 2004, L.A. Fiber was featured in Huell Howser's new  
4 PBS program California Green. L.A. Fiber was started in  
5 1983 by Ron Greitzer and is located in Vernon in the  
6 Los Angeles County RMDZ.

7           Due to changes occurring in the garment industry  
8 in the late 1990s, his business was forced to change from  
9 manufacturing textiles to manufacturing used carpet.  
10 Today, the business is in a unique position of producing  
11 synthetic carpet padding made out of 100 percent recycled  
12 consumer product.

13           L.A. Fiber is very active in the RMDZ program and  
14 our annual RCP Trade Show. Ron Greitzer credits Steve  
15 Boyd of the Zone staff and the RCP Trade Show for creating  
16 his great media opportunity. Since this segment first  
17 aired, Ron has received over 130 phone inquiries  
18 concerning his business. Although the entire segment runs  
19 about 13 minutes, we're only going to just show you kind  
20 of the opening. And then if you want copies, let me know,  
21 and we'll show you that. So we'd like to start with that.

22           (Thereupon a video presentation was played.)

23           DEPUTY DIRECTOR WOHL: I don't know if anybody  
24 saw this. They do go through the whole manufacturing  
25 process and talk about what his technology can do for the

1 company. And he's got that laser technology that, you  
2 know, just by holding it over a carpet can tell what it's  
3 made out of and sorts it. Anyway, I just thought it was  
4 kind of a neat clip. And just to let you know that Public  
5 Affairs and Marketing Developing staff have been working  
6 kind of on several businesses that we could highlight  
7 through this show. So it's just to give you a sample of  
8 that.

9           So in addition, I wanted to mention that we have  
10 released the Reuse Assistance Grant. The Notice of  
11 Available Funds has been issued. And eligible applicants  
12 in that can receive a maximum of \$50,000. California  
13 local public agencies are eligible to apply for this grant  
14 and may partner with other organizations. And the due  
15 date for those aps is October 29th.

16           In addition, I want to mention that Terry Brennan  
17 of the Organics and Resource Efficiency Branch will be  
18 heading up a group of staff who will be exhibiting at the  
19 CIWMB booth at the Western Food Service and Hospitality  
20 Exposition at the Los Angeles Convention Center on August  
21 28th and 30th. This is a premiere annual event for  
22 restaurants and hotels. And I think last year there was  
23 19,000 attendees. So it's great that we get to have a  
24 presence there. And Terry was able to get a free booth  
25 through the California Restaurant Association. So that's

1 positive news.

2           And then, lastly, I just wanted to mention that  
3 based on a successful test on the sustainable building  
4 basics course offered on line, CIWMB is entering into an  
5 MOU with Chico Research Foundation to provide on line  
6 training for four sustainable building courses. We had a  
7 pilot, and on that pilot there were 100 students who  
8 signed up for that course, several throughout the  
9 United States. And 20 completed that course. And this is  
10 our chance to role that out with another college. And the  
11 students that sign up get continuing education units for  
12 that. So we're focused on architects and designers to get  
13 them involved with the sustainable building practices.

14           So that's it for my report. Are there any  
15 questions?

16           CHAIRPERSON PAPARIAN: Board Member Marin.

17           COMMITTEE MEMBER MARIN: Mr. Chairman, I'd just  
18 like to say that I personally and I think Rosalie has also  
19 visited that place -- I don't know if you have -- the  
20 carpet place, L.A. Fiber. I was pretty impressed. I did  
21 take my allergy medication, because there was a lot of  
22 dust, before I went in there. But it's pretty remarkable  
23 in what he has been able to do and how particularly our  
24 program has really benefited his company. I'm very proud  
25 that we're doing that. And so I'm glad I did that.

1           We should highlight more success stories like  
2 him. And we ought to do that. And I know John would  
3 probably be very, very helpful in highlighting some of  
4 those businesses that, without our help, they wouldn't  
5 survive. But more importantly, our goals would not be  
6 met. So it's a win-win for us and I'm glad that we have  
7 that program.

8           Another comment where we're letting out some  
9 grants or some loans, you said that --

10           DEPUTY DIRECTOR WOHL: The Reuse Assistance  
11 Grants.

12           COMMITTEE MEMBER MARIN: -- the deadline is  
13 October 29th. Mr. Chairman, it seems to me that we need  
14 to be very clear as to the date. I know that during the  
15 Board meeting we're -- or in this meeting we're going to  
16 be looking for some other programs, some jurisdictions  
17 submitted their application late or it was considered late  
18 by staff or our standards, whatever it is.

19           But I think that we need to make -- maybe this  
20 discussion is for the Board, what the deadline is, because  
21 oftentimes, as I understand, for legal purposes, a  
22 postmark date is what suffices, versus a receipt date that  
23 somebody in our office gets ahold of it. Maybe we just  
24 need to discuss that, because it really merits -- there  
25 are some jurisdictions that are so remote that if they put

1 it in the mail, we may not get it for three or four days.  
2 And we need to have that clarified. Maybe legal --

3 CHAIRPERSON PAPARIAN: I understand what you're  
4 asking. There is an item on -- is it Special Waste's  
5 agenda?

6 EXECUTIVE DIRECTOR LEARY: Yes, Chair Paparian.  
7 It's in the Special Waste agenda. Actually, Agenda Item 1  
8 for the monthly Board meeting is the grantee appeal of the  
9 late application of the Used Oil Program.

10 CHAIRPERSON PAPARIAN: So I don't know if it  
11 would make sense to talk about this in the context of that  
12 one or whether it would make more sense to have a more  
13 general discussion, I think.

14 COMMITTEE MEMBER MARIN: Right. I guess just for  
15 the purpose of this Committee as some grants will be let  
16 out, that maybe we would recommend to the Board that we  
17 very clearly specify what date we're talking about for a  
18 deadline. And maybe our legal staff can help us there,  
19 because my understanding is for most legally-submitted  
20 paper, especially to the federal government, a postmark  
21 date is the accepted date.

22 DEPUTY DIRECTOR WOHL: Can I comment?

23 Patty Wohl with the Waste Prevention and Market  
24 Development Division.

25 The Grants Executive Operations Committee

1 actually addressed this issue and came up with a policy  
2 that we thought we would put in place and that had covered  
3 input from all aspects of the Waste Board, admin, legal.  
4 So maybe just a presentation of that and to see if you buy  
5 into that policy might be the best approach.

6 COMMITTEE MEMBER MARIN: Good.

7 CHAIRPERSON PAPARIAN: I think if we have some  
8 sort of presentation to the Board, maybe it belongs to the  
9 full Board since it applies to -- virtually every  
10 Committee has some jurisdiction over grant related issues.

11 EXECUTIVE DIRECTOR LEARY: Why don't we go ahead  
12 with Agenda Item 1 as we planned in Committee and at the  
13 full Board. And whatever comes from that, if it generates  
14 a need for a presentation on a more broad policy issue on  
15 this subject, we'll be glad to bring that back to the  
16 Board.

17 CHAIRPERSON PAPARIAN: Okay. Anything else?

18 Okay. And I agree, the L.A. Fiber's group is  
19 doing some amazing work and benefits for the jobs. You  
20 know, another one of the benefits is the jobs. There is a  
21 direct relationship between the amount of business they  
22 get and the amount of people they're hiring. And I know  
23 they have several dozen employees right now. They've had  
24 as many as 100 or more, I believe. So the more we can  
25 encourage their business, the more we get some folks

1 hired.

2 DEPUTY DIRECTOR WOHL: I'll start with Agenda  
3 Item B, which is Board Item 4. This is actually another  
4 good story we'd like to highlight. And we have the  
5 recipient of the loan in the audience. So once I'm  
6 through with my presentation, I'd like to introduce him.  
7 And he's got a quick story to tell you about what he's  
8 doing.

9 Agenda Item 4 presents Consideration of the  
10 Recycling Market Development Revolving Loan Program  
11 Application for ITEC Environmental Group. This project is  
12 projected to divert 15,000 tons per year of post-consumer  
13 plastics PET bottles and employ 45 new jobs, which is  
14 what you were just discussing. The facility is located in  
15 Riverbank, California, within the Stanislaus County RMDZ.

16 The proposed RMDZ loan will fund 2 million, or  
17 50 percent, of the project. Matching funds of 2 million  
18 will come from an approved line of credit from Cornell  
19 Capital Partners. The principle of the company is Gary  
20 DeLaurentiis, and I would like to introduce him and have  
21 him make a short presentation about the project.

22 So with that, Gary, would you mind coming  
23 forward?

24 MR. DE LAURENTIIS: Sure. Good morning. I'm  
25 Gary DeLaurentiis, President and founder of ITEC. And

1 this project started in 1997. I applied for a grant from  
2 the Waste Board that dealt with the problem of what to do  
3 with one-quart oil bottles and how to recycle them and  
4 capture the oil, rather than just washing it the  
5 traditional way with water and letting the oil go in and  
6 not really clean the plastic all that well.

7 I received the grant in early 1998 and proceeded  
8 to fulfill the project for the grant, all the requirements  
9 for the grant. Within that project we had to develop some  
10 equipment that would take these oil containers and  
11 separate the oil and the plastic and get oil that you  
12 could then recycle and save and recapture the oil.

13 In California, there's about almost 800 million  
14 one-quart oil bottles that get sold every year. Each  
15 bottle contains about an ounce of oil. So there was a  
16 tremendous amount of oil that was just going away.  
17 Nationwide, there's about three billion bottles that that  
18 happens to.

19 As soon as I received the grant, I got a  
20 telephone call from what was then Allied Signal, and they  
21 said they had some technology that I might be able to use.  
22 So I got together with Honeywell -- it changed to  
23 Honeywell at that point -- and licensed this technology  
24 from them that it was quite revolutionary. They use  
25 liquid carbon dioxide, or CO2, to clean the bottles and

1 separate the oil from the plastic and remove the glue in  
2 the label.

3           Since 1998, we've spent -- the original grant was  
4 \$256,868. To date, we've spent over \$7 million on this  
5 project to develop the technology. It's taken that period  
6 of time to perfect the technology and basically  
7 commercialize their invention, which was the Honeywell  
8 invention. We pay a royalty back to Honeywell for using  
9 the system, for using the technology. They invented the  
10 process, and we had to develop the machinery to use the  
11 process.

12           In the course of the development of the system,  
13 we changed the technology some. Now we use two products  
14 to clean the plastic that are totally recyclable. We  
15 don't use water at all. We use a solvent and CO2 that  
16 we're able to distill and remove the contaminants after we  
17 clean the plastic and reuse it over again. So our cost to  
18 process the material is about 40 percent less than using  
19 water, and we don't use water.

20           We've been able to produce five different kinds  
21 of plastics and that we've tested so far, the normal  
22 curbside HDPE, natural mixed color, the oil containers, of  
23 course. That part of it is working perfectly. We've  
24 diverted so far this year about 60,000 pounds of oil  
25 containers. It's about eight bottles a pound. So there's

1 about 600,000 ounces of oil that we've diverted out of the  
2 waste stream, so far.

3           We have a little collection program that goes on  
4 where we take a mobile truck and go around and grind up  
5 bottles at Jiffy Lubes and Kragens and PEP Boys and HHW  
6 events where they decant the oil bottles so people can  
7 recycle them, grind them up, and separate the oil and the  
8 plastic and sell the plastic and recycle the oil.

9           In the course of our research and development, we  
10 built a research and development facility in Oakdale,  
11 California, in 2003, early in January 2003. And while we  
12 were testing the system to up-scale the system to the  
13 commercialized size, we realized we could process all the  
14 other kinds of plastic besides the oil and the oil  
15 containers that we first started to focus on.

16           Now we've been able to produce FDA-approved PET,  
17 which is what we're going to focus on this plant, besides  
18 the volume of oil containers. I think it's going to take  
19 a couple more years for the oil container recycling  
20 program to sort of spread throughout the state so there's  
21 enough volume for us to run it on a steady basis. But the  
22 majority of the material we are going to run through this  
23 plant will be PET.

24           We chose Riverbank for a couple of reasons. It's  
25 an old army facility. It's an ammo plant in Riverbank.

1 And one of the best advantages there is that this  
2 electricity rate is about one-third of PG&E. So we have a  
3 good economic model there. When you're processing plastic  
4 and you're recycling, you're using quite a bit of  
5 electricity. It's about 45 jobs. We've basically moved  
6 into the facility now with all of our research and  
7 development machinery that we built. We're basically  
8 ready to go. So we've been working real hard on this for  
9 seven years. So here we are.

10 CHAIRPERSON PAPARIAN: Sounds great.  
11 Congratulations on putting all this together.

12 MR. DE LAURENTIIS: It's an adventure.

13 CHAIRPERSON PAPARIAN: What will the next steps  
14 be after you'll -- you've got the equipment in there ready  
15 to go.

16 MR. DE LAURENTIIS: We've got all of the research  
17 and development equipment in there. Our loan and matching  
18 funds -- we actually have \$2 1/2 million on our side -- in  
19 order to order all the equipment. We've designed all of  
20 the state of the art equipment. We have optical sorters  
21 that go in there so we can -- actually, the bottles get  
22 optically sorted in the front end, and then we optically  
23 sort them two other times in the process in the flake form  
24 to get out the UV barriers that are in there, the nylon  
25 barriers that come in some of the bottles now, and to

1 really sort the clear into the Q1 grade, the food grade.

2 CHAIRPERSON PAPARIAN: Who is using the plastics?

3 MR. DE LAURENTIIS: Well, we have several -- we  
4 have the supply material already secured from the PRCC and  
5 several other vendors. And I've been working with H.  
6 Muehlstein for 15 years. I've been doing recycling  
7 plastic for 18. Fifteen years I've been working with  
8 Muehlstein. They'll take whatever I can't sell to anyone  
9 else.

10 We're working with some of the strawberry growers  
11 right now to put them back into the clear clam shells  
12 because we're able to make the FDA material. There's  
13 about 15 companies in California that we've identified  
14 that will take this material. We've sent samples to  
15 everybody, and it's all -- we've got all the parts of the  
16 puzzle put together after this period of time.

17 CHAIRPERSON PAPARIAN: Any questions?

18 COMMITTEE MEMBER MARIN: I want to go. Is  
19 Riverbank around here?

20 MR. DE LAURENTIIS: It's right outside of  
21 Modesto.

22 COMMITTEE MEMBER MARIN: I want to go.

23 CHAIRPERSON PAPARIAN: It's on the way to  
24 Yosemite. We'll take you to Yosemite.

25 MR. DE LAURENTIIS: It's on the way to Yosemite.

1 We're going to have a big open house when we get going.  
2 The army wants us to do it, too. Actually, the army still  
3 owns the facility. There's about 15 companies inside this  
4 facility, different various kinds.

5 COMMITTEE MEMBER MARIN: Invite us to the grand  
6 opening. I sure want to go to that. Thank you.  
7 Congratulations.

8 MR. DE LAURENTIIS: Thank you.

9 COMMITTEE MEMBER MARIN: Do you need a motion?

10 DEPUTY DIRECTOR WOHL: As you can see, it's a  
11 very compelling story. I think the idea that it started  
12 with a Used Oil grant is just really exciting and where  
13 they've grown since then.

14 So with that, staff recommends that the Board  
15 approve Agenda Item 4 and adopt Resolution 2004-221 in the  
16 amount of \$2 million.

17 COMMITTEE MEMBER MARIN: Move it.

18 CHAIRPERSON PAPARIAN: Moved by Board Member  
19 Marin.

20 COMMITTEE MEMBER MULÉ: Second.

21 CHAIRPERSON PAPARIAN: Seconded by Board Member  
22 Mule.

23 Secretary, call the roll.

24 SECRETARY KUMPULAINIEN: Marin?

25 COMMITTEE MEMBER MARIN: Aye.

1 SECRETARY KUMPULAINIEN: Mulé?

2 COMMITTEE MEMBER MULÉ: Aye.

3 SECRETARY KUMPULAINIEN: Paparian?

4 CHAIRPERSON PAPARIAN: Aye.

5 That's a 3-0. And it will be for fiscal  
6 consensus -- fiscal --

7 DEPUTY DIRECTOR WOHL: Consent.

8 CHAIRPERSON PAPARIAN: Consent. Thank you.

9 DEPUTY DIRECTOR WOHL: Deb, will you put up our  
10 Power Point.

11 So the next item is Agenda Item C, or Board Item  
12 5. And it's Discussion of the Market Development Action  
13 Plan.

14 (Thereupon an overhead presentation was  
15 presented as follows.)

16 DEPUTY DIRECTOR WOHL: Let me tell you a little  
17 bit about the genesis of this item. As you know, the  
18 Board was working on a Strategic Plan and completed it a  
19 couple years ago. It actually was a long term plan.  
20 Typically, a Strategic Plan is looking ten-plus years out.  
21 And if you read our Strategic Plan, it encompasses a whole  
22 host of things to do, in particular in the market  
23 development area.

24 But what we wanted to do, the managers and I, is  
25 to provide some focus to the division on those things we

1 thought we should be focusing on in the next 18 months.  
2 So although the Strategic Plan is our guiding light, this  
3 is sort of the shorter term what we think we can  
4 accomplish in the next 18 months.

5           In addition, you know, it was just to add some  
6 clarity to the Market Development activities and to maybe  
7 help develop that elevator speech idea of what do we do in  
8 a few succinct words. With that, we came up with the  
9 objectives of save it, make it, buy it, build it. We felt  
10 like all of these encompassed the activities that we focus  
11 on in the market development area.

12           As I mentioned before, the Strategic Plan has a  
13 whole host of ideas, as the Market Development plan does.  
14 What we attempted to do is not touch all our core  
15 activities. Those are activities that we will continue to  
16 do, such thing as CalMAX or the loan program or plastics,  
17 certifications, those kinds of things. What we were  
18 attempting to do was talk to you about those areas that  
19 have, you know, produced interest either through Board  
20 members or have some visibility or projects that are  
21 underway that have been approved through the Board, you  
22 know, probably over the last two years. And so we want to  
23 give you kind of a status of those, what we're working on,  
24 and just show you kind of the depth and breadth of what  
25 we're working on.

1           So with that, we're going to kind of cover each  
2 of the objectives here. And with that, I'd like to  
3 introduce my team, Judy Friedman, Bill Orr, and John  
4 Smith. And we'll kind of do a tag team presentation.

5           In the interest of time, you know, there's a lot  
6 of items here. I think we attempted to go through them  
7 with a couple of people, and they took several hours. So  
8 I think we're going to skip to kind of those that we think  
9 maybe just have the most interest. And if you have  
10 questions on any others, feel free.

11           So with that, I'll turn it over to Judy.

12                           --oOo--

13  
14           BRANCH MANAGER FRIEDMAN: Thank you, Patty.

15           Good morning, Chairman Paparian and Board  
16 members. Judy Friedman with the Organics and Resource  
17 Efficiency Branch.

18           I'm going to start with the concept of save it.  
19 The term "source reduction" or -- the term "source  
20 reduction" or "waste prevention" and "resource  
21 conservation" are really embodied in the term or the  
22 concept save it. And this is the top of the AB 939  
23 hierarchy.

24           By conserving resources on the front end of any  
25 process, you minimize waste on the back end. If you use

1 save it practices, you not only reduce the generation of  
2 waste, but you also reuse water and energy use and realize  
3 cost savings, i.e., resource efficiency.

4 --o0o--

5 BRANCH MANAGER FRIEDMAN: So there are several  
6 activities or initiatives that we're looking at over the  
7 next 18 months. I'm going to read all of them, but I'm  
8 only going to highlight a couple of them:

9 Sustainability in the motion picture industry.

10 What I like to call WRAP on steroids.

11 New partnerships for food scrap reduction.

12 And first conference on sustainable landscaping.

13 I'd like to talk just a little bit about the  
14 sustainability in the motion picture industry and also the  
15 WRAP item.

16 Sustainability in the motion picture industry is  
17 an interesting project we've embarked on in 2003.

18 Basically, the motion picture industry and television  
19 industry is a very large important industry in the state  
20 of California. Its economic impact is in the billions.  
21 So the potential for diversion for this industry is very  
22 high, considering its breadth and depth.

23 We are currently in this project defining the  
24 industry baseline environmental footprint, including the  
25 potential for diversion. So we're looking to see where

1 the industry touches various environmental factors. And  
2 this is a highly visible industry. So whatever we come up  
3 with would have far-reaching public impact and also allow  
4 us to use the information that we gain in terms of  
5 opportunities for diversion both in terms of what's  
6 existing and what could be done for other industries that  
7 we might want to promote these activities to. We are  
8 planning a forum with the motion picture and television  
9 industry in early 2005.

10 So I'd like to move on to WRAP on steroids.

11 --o0o--

12 BRANCH MANAGER FRIEDMAN: WRAP is a program  
13 that's been around since 1993, and it has grown  
14 considerably. Besides the two- to six-million tons of  
15 diversion that's roughly estimated by the winning  
16 businesses, I really want to show how the WRAP program has  
17 evolved.

18 Basically, if you look at this slide, you can see  
19 that in 1993, in the first year, the number of winners was  
20 149. In 2003, we had 2,139. So you can see the program  
21 has grown considerably.

22 The dollars saved by the businesses, we started  
23 looking at those measures in 1999, and you can see it was  
24 \$30 million saved annually. And now in 2003 we hit \$183  
25 million. You can see a tremendous growth there.

1           The award program itself has really evolved. In  
2 1993, there was a three-page checklist of yes/no answers.  
3 So the application that a business, you know, voluntarily  
4 program, filled out was very simple with basic recycling  
5 concepts. And it was a 50 percent passing score.

6           Last year, we had a six-page questionnaire. And  
7 these were discussion answers, not checklists. But really  
8 you had to fill it in and think about what it meant. And  
9 a 75 percent minimum score. So you can see the program  
10 really has evolved in terms of its criteria.

11           Other recognition has been spurred by this  
12 program as well. To give you an example, the South Bay  
13 Business Environmental Coalition started in, I believe,  
14 2000, and they started to do a recognition of the WRAP  
15 winners in their area. This is the Los Angeles/Orange  
16 County/Bay Area. And it started with 30 participants.  
17 And last year we had over 200 participants.

18           And it's not only a recognition of -- it spurs  
19 other recognition, such as local, the mayors, the City  
20 Councils, the Legislature. I mean, basically WRAP-winning  
21 businesses really start to get recognition at the local  
22 level and at the state level beyond just our recognition,  
23 which, of course, is very important.

24           And then looking at environmental indicators, or  
25 what I like to call that. Basically, the original WRAP

1 application was simple source reduction, recycling, and  
2 composting concepts. Last year's application -- and  
3 remember, this was not checklist answers. These were  
4 discussion answers. We had everything from EMS, e-waste,  
5 used oil, tires, sustainability, such as sustainable  
6 landscaping, sustainable building, and environmental  
7 policies. So businesses -- as we've evolved in our  
8 thinking, so have businesses. And the value of the  
9 program has evolved for the businesses as well.

10           So I just want to give a little idea here. And  
11 what we'd really like to accomplish in the next 18 months,  
12 because you can see the program is growing, isn't so much  
13 growing of the program, although we'd like to see that  
14 too, but we'd like to get a better estimate of the  
15 diversion that these businesses are achieving, because  
16 right now it's a rough estimate based on their  
17 calculation. So we'd like to really work on being able to  
18 quantify that data. That's what our plan is over the next  
19 18 months.

20           So I've gone through a couple of the items on  
21 this particular slide. And I didn't know if anybody has  
22 any questions before we move on to John in the area of  
23 save it.

24           CHAIRPERSON PAPARIAN: Any questions?

25           Let me just ask something about the WRAP. I had

1 a brief conversation with Patty about this. And I hope  
2 the Governor will forgive me for associating his name with  
3 WRAP on steroids. But the Governor's environmental awards  
4 are a big production every year here at CalePA. And I  
5 think it might be interesting to find some ways to overlap  
6 the WRAP awards with the Governor's environmental awards.

7 Perhaps if we had -- you know, I'm just thinking  
8 off the top of my head. If we had one stand-out WRAP  
9 winner a year who could then feed into the Governor's  
10 environmental awards and come up here for the ceremony and  
11 presentation that goes along with the Governor's  
12 environmental awards, maybe that would help showcase, you  
13 know, a big winner every year.

14 BRANCH MANAGER FRIEDMAN: If I could address  
15 that. I'm really glad that you raised that, because one  
16 of the things I neglected to mention is that many WRAP  
17 businesses have achieved the Governor's EELA award.  
18 Starting in 1993, we had one winning business. And moving  
19 into the recent years, as many as five and six of the WRAP  
20 winning businesses.

21 We do coordinate with agency on the their awards.  
22 We provide information about all the WRAP winners to  
23 agency. We let all the WRAP winners know about applying  
24 for the Governor's award. So we could talk about ways to  
25 maybe even strengthen that further. But I did want you to

1 know that we do actually interact very much with the  
2 agency on developing of those awards as well.

3 CHAIRPERSON PAPARIAN: Perhaps that's something  
4 we could explore. I have been helping with some of the  
5 scoring on some of the Governor's environmental awards.  
6 Maybe we can facilitate a little meeting with the folks  
7 associated with that. I'm getting some nods up here it  
8 looks like.

9 Okay. Anything else? Go ahead.

10 --o0o--

11 BRANCH MANAGER ORR: Continuing with save it, I'm  
12 Bill Orr, Manager of the Recycling Technologies Branch.

13 And the next slide basically includes several  
14 that are all part of the activities within my particular  
15 branch, including overhauling plastics legislation in  
16 light of various Board initiatives, including the  
17 plastics, white paper, and the trash bag workshops that  
18 we've had, rolling out the buying and building green and  
19 Indian country guide, enhancing the green lodging program,  
20 and then one from John Smith's branch, incorporating waste  
21 reduction practices and zone assistance, which he'll be  
22 sort of touching on that later in the presentation.

23 I would like to highlight two of them. The first  
24 one is the roll out of the buying and building green and  
25 Indian country guide. Recently, you should have all --

1 the Board members should have all received a copy of that  
2 guide under memo. It's a completed document that's the  
3 result of a contract that we had with Humbolt State  
4 University. When the Board funded it, they basically  
5 funded the development of the guide, but not really the  
6 roll out and implementation of it. So we have been  
7 seeking for a while supplemental funding to actually roll  
8 it out to tribes through a series of regional workshops.

9 We've applied for some U.S. EPA grant funding  
10 that's specifically available for tribal projects. And,  
11 unfortunately, it was not funded. We have in the meantime  
12 distributed copies of the guide to all of the tribes in  
13 California and plan on participating in the annual EPA  
14 Region 9 Tribal Conference this fall to discuss it.  
15 However, what we found through the development of the  
16 guide process is that to be truly effective with the  
17 tribes, it really needs to be a face to face, hands-on  
18 kind of activity.

19 And so we are seeking funds for the roll out of  
20 this guide. And we've developed a contract concept that  
21 you will probably be seeing whenever those things come  
22 forward. And in the meantime, we're also looking for  
23 other funding sources available to the tribes.

24 While the casinos may be the most visible Indian  
25 construction type of project, this particular guide was

1 intended to be a general guide that would help guide the  
2 construction of all types of buildings on Indian land. So  
3 that would include everything from multi-tenant apartment  
4 units, to businesses, to casinos. And it doesn't just  
5 focus on the construction, but also focuses on business  
6 opportunities throughout the life of a business.

7           The second area I'd like to highlight is our new  
8 green lodging program, and that's actually another project  
9 that receives sort of a first phase of funding through the  
10 Board. And since we've been pursuing it, we've been  
11 looking for other partners. We have found some other  
12 partners. So far, we're still looking for other funding.  
13 The project to date has included mailing of survey in  
14 conjunction with the Hotel and Lodging Association to  
15 lodgings around the state.

16           And based on that, we've conducted approximately  
17 30 field surveys specifically in Southern California and  
18 the Bay Area. We've developed draft green lodging  
19 criteria that should be finalized within the next couple  
20 of weeks, and we're currently working with Secretary Terry  
21 Tamminen's office and our Public Affairs Office to conduct  
22 a kick-off event on September 29th at the Hotel Triton in  
23 San Francisco, which is one of the properties that's been  
24 surveyed. It's a small boutique hotel that is on the edge  
25 of Chinatown and really epitomizes what we're looking for

1 in these green lodging properties.

2 We're also in the process of developing a logo, a  
3 travel guide for state travelers, an augmentation to the  
4 state travel web site that would actually list hotels  
5 which are available that have participated in this program  
6 and are developing various promotional materials.

7 One of our long-term objectives is that we would  
8 really like to be to the point where we have a critical  
9 mass of lodging properties where the Board feels  
10 comfortable in requiring that all Board-sponsored events  
11 utilize these green lodging properties as a condition of  
12 participating in those events.

13 As I mentioned, we are seeking additional funding  
14 for field surveys in other areas of the state. And also  
15 we're looking to get the state operated lodgings on board  
16 with this program. You may know that there are about four  
17 state-operated lodging facilities. There's one in Cal  
18 Poly Pomona and also at Marcone Conference Center that are  
19 all operated by the state.

20 So with that, I'm going to turn it over to John  
21 Smith, who will talk about the next objective, make it.

22 --o0o--

23 BRANCH MANAGER SMITH: Yes. I'm John Smith of  
24 the Recycling Business Assistance Branch.

25 And basically make a deal with creating the

1 markets for the recyclable and compostable materials. And  
2 we do that with the private manufacturers and the public  
3 entities, state and the public. What you'll see, the  
4 division activities cover quite a wide range of market  
5 development activities from R&D, testing, helping develop  
6 specs, financial assistance, and technological assistance  
7 to manufacturers.

8 --o0o--

9 BRANCH MANAGER SMITH: The list under make it  
10 includes extending the sunset date for the loan program,  
11 which is very important to us. We're working on it right  
12 now. Implementing our loan leveraging options; developing  
13 a new comprehensive plan for the 4039 Recycling  
14 Development Zones; and institutionalizing economic  
15 gardening. And what I'd like to highlight are the loan  
16 leveraging options and what we're doing with economic  
17 gardening.

18 With the sunset, that bill will be heard in the  
19 Senate on the 12th. It has already gone through the  
20 Assembly unopposed, so we're hoping that continues  
21 through.

22 We're continuing to work on loan leveraging  
23 options. Our loan sale will be going to the Board in  
24 November. Right now we have two companies in-house  
25 looking at our loans to make an estimate or a final offer,

1 I hope. What we see with extending the sunset date and  
2 implementing the loan leveraging options is we will  
3 continue to be able to divert about a quarter of a million  
4 additional tons per year. Under the loan leveraging, some  
5 other significant steps is we need to get regulations  
6 approved to allow us to look at some more innovative loan  
7 leveraging options. And that's partnering with the  
8 financial development corporations and the State Loan  
9 Guarantee Program and also looking at a forward loan sale,  
10 which is really quite unique. What we do under forward  
11 loan sale is we go through the normal procedures of  
12 closing. And at the time it closed, then somebody buys it  
13 right away. So I'm kind of intrigued by that.

14           Instituting economic gardening, a few months ago  
15 we brought a report to you on the results of our pilot  
16 that was very successful. Nine of the 27 businesses  
17 specifically indicated that they saw increased diversion  
18 or would see increased diversion as a result of that pilot  
19 study. We bought the sophisticated GIS-based software  
20 which will allow businesses to identify feed stock as well  
21 as new markets. And, in fact, L.A. Fibers was one of the  
22 companies that we were successful with during the pilot  
23 and we'll continue to work with them. We're rolling it  
24 out right now on a limited basis to our loan applicants.

25           The next slide, please.

1                   --o0o--

2                   BRANCH MANAGER SMITH: Some other activities  
3 under make it is to complete our comprehensive data base  
4 for our zone businesses. All of our loan businesses have  
5 been added, and now we're in the process of adding the  
6 other zone businesses.

7                   Develop recycled products supplier action  
8 strategy, develop a quality assurance, quality control  
9 guidelines for plastic, conduct biodegradable, degradable  
10 plastic testing, hold a design competition for California  
11 waste tires and sustainable building products.

12                   And now I'm going to turn this over to Bill to  
13 provide a little more highlights on those.

14                   BRANCH MANAGER ORR: Thanks, John.

15                   The two that I would like to highlight is first  
16 of all the development of the quality assurance, quality  
17 control guidelines for plastic. This basically covers  
18 both of the main regulatory programs that we have on  
19 plastics, which are the rigid plastic packaging containers  
20 and also the trash bag, which is a film type product.

21                   Currently, we've completed the development of the  
22 draft guidelines. They were reviewed with interested  
23 parties at the interested parties' meeting last month.  
24 And we've just lined up several companies that are  
25 processing plastics to develop three case studies using

1 these draft guidelines. Based on the input from the case  
2 studies, we'll basically decide whether or not the  
3 guidelines are workable and how to proceed in finalizing  
4 the guidelines. And basically the objective here is to  
5 ensure a consistent supply of post-consumer plastic that's  
6 suitable to meet the end users needs for their products.

7 The other one I'd like to highlight is in the  
8 area of tires. One of the areas that we've been working  
9 on is trying to develop new markets for waste tires in  
10 California, and the programs that are specifically in my  
11 branch are the sustainable building products.

12 So one of the ways that we felt we could broaden  
13 the different types of products that might be available is  
14 to hold a design competition. And the Board approved a  
15 scope of work and a contractor, which is Cal Expo, the  
16 State Fair, last December, and Cal Expo is currently  
17 developing the competition evaluation criteria and the  
18 advertising and marketing materials to solicit inventors  
19 and other designers to actually submit their products for  
20 the competition.

21 The marketing will occur over the next several  
22 months in targeted journals and periodicals with the  
23 judging of submittals to occur in April of 2005. The  
24 winners will have their products displayed at next  
25 summer's State Fair, which will occur in August of 2005.

1           Before I move on to the next one, are there any  
2 questions on any of the make it items?

3           CHAIRPERSON PAPARIAN: Board Member Mulé.

4           COMMITTEE MEMBER MULÉ: Bill, I just have a  
5 question on this design competition. Have you or has  
6 anybody talked with some of the tire manufacturers or  
7 processors as far as being sponsors of this competition?

8           BRANCH MANAGER ORR: I don't know if we've talked  
9 about having them sponsor them, but we have had  
10 conversations with the tire folks providing the supply of  
11 materials to make the products. So one of the challenges,  
12 as we all know, is getting California waste tires. And so  
13 one of the things specifically that we're trying to do as  
14 part of this competition is get the supply of material for  
15 the products from the California producers.

16           And I'm actually going to turn it over at this  
17 point to Judy. She's got some more make it things.

18   --o0o--

19           BRANCH MANAGER FRIEDMAN: Thanks, Bill.

20           This is the last make it slide. And then I'll  
21 turn it back over to Bill. We do have quite a bit in this  
22 area. But I'm just going read through these and then  
23 highlight a couple. So we're looking to develop and  
24 promote best management practices for emissions and odors.  
25 We're looking to prepare legislative report on conversion

1 technologies, produce a bimonthly organics industry  
2 newsletter, and update the Board on biosolids used in  
3 disposal. These are all in my program area.

4 Just to highlight a couple of them, the best  
5 management practices. Obviously, diverting organic  
6 materials is critical to AB 939 success, as well as going  
7 beyond AB 939 to zero waste. However, there have been  
8 many challenges and threats to the organic material  
9 industry over time, and we have enumerated on them at  
10 various points here at the Board. And a couple areas are  
11 air emission rules and odor impact concerns.

12 So developing and promoting best management  
13 practices is really a way to protect -- really about  
14 protecting existing diversion that happens with organic  
15 materials as well as allowing future. And let me just  
16 give you some information. Currently, we estimate that 8  
17 to 10 million tons are diverted to organics materials  
18 facilities. So an organics industry threat could result  
19 in reducing the statewide diversion rate to 34 percent if  
20 that diversion tonnage could no longer be processed at  
21 those facilities.

22 On the other hand, we currently estimate that 14  
23 million tons of organics are being disposed in landfills.  
24 If this amount could be diverted to organic material  
25 facilities, the statewide diversion rate would go up to 66

1 percent. . So can you see there's a significant effect  
2 here. So we really do want to provide tools for the  
3 organic materials industry as well the local enforcement  
4 agencies and everybody dealing with organic materials.

5 The second one I wanted to highlight is the  
6 legislative report on conversion technologies. As you  
7 know, \$1.5 million was allocated by the legislative  
8 directive AB 2770 for the Board to prepare a market and  
9 life cycle assessment of waste conversion technologies as  
10 well as evaluate conversion technology processes and  
11 products. So we have had a couple contractors working on  
12 these reports.

13 Again, the potential for increased diversion if  
14 14 million tons of organics plus \$12 million tons of paper  
15 that are currently going to landfill are instead diverted  
16 to conversion technology facilities, that would increase  
17 our statewide diversion rate to 82 percent. And that  
18 doesn't include plastics which you know is a smaller  
19 amount. But, again, you can see that we are looking at  
20 the potential to really go beyond AB 939 for zero waste.

21 Those are just a couple of things I wanted to highlight.

22 And if there are any questions, I'm happy to  
23 entertain them.

24 Okay. Then I'll turn it back over to Bill.

25 --o0o--

1           BRANCH MANAGER ORR: Well, if you make products,  
2 they may come and buy them. The buy it strategy is  
3 basically focused on closing the recycling loop and  
4 developing market demand. You're not really recycling  
5 unless you are buying recycled, so just buy it.

6                           --oOo--

7           BRANCH MANAGER ORR: If we can go to the next  
8 slide, I'd like to highlight a couple of the buy it  
9 strategies that we have. We have conducting the Recycled  
10 Products Trade Show in conjunction with this year's tire  
11 conference. We have developing environmental standards  
12 and contracts for five product categories, and developing  
13 environmentally preferable purchasing cleanup legislation.  
14 And of those three, I'm going to actually focus on two of  
15 them.

16           In regard to the Recycled Products Trade Show, as  
17 you may know, each year the Board showcases a product  
18 category for each show. Last year, our focus was on  
19 sustainable building. And in addition to the product  
20 focus, we partnered with the California Resource Recovery  
21 Association. This year the focus of our trade show is  
22 going to be on transportation products, and we're  
23 specifically partnering with our own Used Tire Program to  
24 focus, really leverage the audiences for both events.

25           The kind of things that we would be seeing as a

1 focus of this year's theme would include tires,  
2 tire-derived products, re-refined oil, antifreeze,  
3 vehicles, and other transportation products, like traffic  
4 cones and signs. As sort of a snippet of the kind of  
5 sales potential that we can have, each year we do an  
6 attendees survey from the people as they leave the Trade  
7 Show. And from the 15 people that actually answered this  
8 particular question, they indicated that they had bought  
9 over \$3 million in goods from the trade show exhibitors.  
10 So that's sort of the tip of the iceberg, and we can't  
11 really say whether or not all of them bought at the same  
12 level. But if any of the purchasers -- like say out of  
13 the 1,500, that's like 100 times that, you can just sort  
14 of see the kind of potential we're talking about in terms  
15 of actually purchasing these products.

16           The other item I'd like to highlight is a new  
17 area for us. Transitioning from just looking at recycled  
18 content to looking at the environmental attributes for  
19 products during the entire life cycle of that product or  
20 environmentally preferable purchasing. In the next 18  
21 months, in working in conjunction with the Environmentally  
22 Preferable Purchasing Task Force, we look to be developing  
23 specifications and contracts for five product categories.

24           And the model that we're planning on using is the  
25 modular furniture contract that we worked on a couple of

1 years ago with the Department of General Services. When  
2 the state went to renew its modular furniture contract to  
3 put new furniture in the East End Project that is on the  
4 south side and east side of the Capitol, they basically  
5 decided they needed to have furniture in there that was  
6 not going to undermine the green building aspects of the  
7 shell of that building.

8 So we worked together as a team, and we basically  
9 incorporated high recycled content, improved indoor air  
10 quality, and energy-efficient task lighting, and in the  
11 process saved a 38 percent cost over the previous per unit  
12 charge. In addition, the Prison Industry Authority that  
13 has first right of refusal on many state commodities  
14 agreed to meet the same specification.

15 We think this represents an excellent model for  
16 our EPP efforts, and, in fact, we're currently engaged in  
17 a similar effort to develop an environmental standard for  
18 carpeting. We're currently working with a group from both  
19 the Environmentally Preferable Products Task Force and  
20 also the Sustainable Building Task Force.

21 We're also working with SES scientific  
22 certification services and more recently the Carpet and  
23 Rug Institute to develop a statewide environmental  
24 standard for carpet purchases. A draft of that standard  
25 should be out in October and piloted between then and the

1 beginning of the year with the new environmental standard  
2 for carpet purchases to be in place by next February.

3           We have similar efforts that we're engaged with.  
4 Some of the others include environmentally preferable  
5 paper. Currently, the Board and the Water Board and  
6 Agency are participating through the EMS project here in  
7 the building to utilize 100 percent postconsumer processed  
8 chlorine-free paper. We're looking at that being a model  
9 for other state agencies as well to show that, A, you can  
10 use the material without any problems with the equipment,  
11 but also that we can leverage state buying power to drive  
12 down the cost and make it competitive with virgin paper.

13           And then the other products that we're looking at  
14 include paint. The Board has been participating in the  
15 national paint dialogue for the reduction of leftover  
16 paint.

17           And we've also done a survey of stakeholders and  
18 found that laser toner cartridges and janitorial supplies  
19 are areas where there's interest on the part of state and  
20 local entities in having these kinds of standards  
21 developed.

22           So with that, I'm going to turn it over to John  
23 Smith who will go over some more of the buy it objectives.

24                           --o0o--

25           BRANCH MANAGER SMITH: I'll share these with

1 Judy.

2           The activities listed here are improving the  
3 marketing of the Recycle Store, increase Caltrans organic  
4 material procurement, and enhance the recycled content  
5 products database and website.

6           I will speak to the Recycle Store. The Recycle  
7 Store started out as a pilot as a way to advertise the  
8 products of the businesses in the rural areas. Our first  
9 target was 25 products on this electronic catalog. That  
10 was successful. We expanded it statewide. Today, we have  
11 over 350 products representing 50 manufacturers.

12           We were able to hire a very creative consultant  
13 that has been helping us in terms of changing the web  
14 page, in terms of improving our search ability. And as a  
15 result, has been able to greatly do that. He has also put  
16 key words in our web page whereby people out there that  
17 aren't even looking for recycled content products come to  
18 our web pages. So he spent a lot of time trying to look  
19 at all the possible people that would be interested in the  
20 types of products that would be offered.

21           We've also developed special categories for our  
22 key clients, which would include public procurement  
23 people, retailers, and the general public. He's also  
24 identified a vast number of public venues for the Recycled  
25 Store. And as an indication of our success, we had over

1 27,000 hits from the outside in July for Recycle Store.

2 Judy.

3 BRANCH MANAGER FRIEDMAN: Thank you, John.

4 I'm just going to highlight the second bullet,  
5 which is increase Caltrans organic materials procurement.  
6 We've worked with Caltrans over the years, and it's kind  
7 of a tough nut to crack. But the reason we keep working  
8 at it is because we estimate the potential market for  
9 compost is 6.7 million cubic yards, or nearly three  
10 million tons. And currently Caltrans is only procuring  
11 90,000 cubic yards. So you can see there is a huge  
12 potential there. If we could get all of those cubic yards  
13 or nearly three million tons, we could potentially  
14 increase statewide diversion by a couple percents.

15 So again these are scenarios that we were working  
16 with Caltrans. We are working with them on the  
17 development of specs in their erosion control and their  
18 hydroseeding and looking at different mixes of compost  
19 with them.

20 ---o0o---

21 BRANCH MANAGER FRIEDMAN: So I guess with that  
22 I'll turn it over to Bill.

23 BRANCH MANAGER ORR: Okay. Now we're going to  
24 build it. Sustainable building or green building is a  
25 whole building design approach that optimizes what's

1 called in sustainability the triple bottom line of  
2 economy, environment, and equity. It basically looks at  
3 siting, construction, deconstruction. It looks at water  
4 conservation, energy efficiency, resource conservation,  
5 including waste reduction. In fact,  
6 construction-demolition is about 28 percent of the waste  
7 stream. And through certain pilot projects, well, such as  
8 the East End Project and others, 75 or even as much as 95  
9 percent of the waste can be reduced both from the  
10 demolition and the construction phases of buildings.

11 --o0o--

12 BRANCH MANAGER ORR: I'd like to highlight  
13 several opportunities that we're working on currently  
14 under the build it regime. The first one is to support  
15 the Board's chips demonstration school, which is the  
16 Heroes Elementary School in the Santa Ana School District  
17 to feature a sustainable idea home in Sunset Magazine and  
18 to actively participate in the Governor's green building  
19 initiative.

20 The two I'd specifically like to highlight here  
21 are the Heroes Elementary School and the Sunset idea home.  
22 As you probably know because of the Board's emphasis and  
23 interest in education, approximately \$50 billion in new  
24 school construction is going to be occurring over the next  
25 several years as a result of the state and local bonds

1 that have been passed over the last several years.

2 The Board is participating as part of a statewide  
3 network of demonstration schools to show that sustainable  
4 schools, or what we like to call high performance schools,  
5 can be built cost effectively and can actually result in  
6 increased student performance. The Board has sponsored a  
7 demonstration school that will actually be the first  
8 material showcase. A lot of the other schools have been  
9 sponsored by utility companies and have had more of an  
10 energy focus. But this particular one is to really look  
11 at what we can do to the nth degree in terms of utilizing  
12 various recycled and resource conservation products.

13 The plans are currently under review for the  
14 Heroes Elementary School at the state architect. A  
15 demolition and remediation contract is currently being led  
16 by the district. And we're actively working with the  
17 Public Affairs Office, the school district, and the  
18 collaborative for high performance schools on a press  
19 event to highlight the Board's activities at this school.  
20 That's scheduled for September 10th.

21 The other area I'd like to highlight is sort of a  
22 new one. With the continued construction boom around the  
23 state and the percentage of waste that's produced by  
24 construction and demolition, a new focus for us is the  
25 residential sector in our green building program. And one

1 way we're trying to raise the visibility in the  
2 residential sector is by partnering with Sunset Magazine,  
3 which I'm sure you're all familiar with, to build an idea  
4 home, which they build idea homes every year. But this  
5 particular year or next year they're going to be building  
6 what we call a not-so-big idea home. You may not realize  
7 this, but the average home size that's currently being  
8 constructed is on the order of 2500 square feet.

9           And so we're basically looking to work with them  
10 to build an idea home that would be smaller, more on the  
11 order of 2,000 square feet, which was more the average 15  
12 years ago. We'll be highlighting through this project,  
13 and they will be having sponsored materials to show the  
14 various sustainable building products that can be used in  
15 a residential setting. And they basically have Sunset  
16 Magazine. We've got our green building technical  
17 assistance contractor on board, as well as the developer  
18 of the home. So it's a really exciting project that we're  
19 actively working on.

20           And before I turn it over to Judy, are there any  
21 questions on those activities?

22           CHAIRPERSON PAPARIAN: Go ahead.

23           COMMITTEE MEMBER MARIN: I would only suggest  
24 that you may also talk to the producers of Extreme  
25 Makeover. Why not? You know, and they would have -- when

1 they're taking this wonderful residence, they would use  
2 materials that are recyclable.

3 BRANCH MANAGER ORR: I think there's some great  
4 possibilities there. In fact, there's couple of companies  
5 in the Bay Area --

6 CHAIRPERSON PAPARIAN: I've seen what those guys  
7 do. I don't know if you want to do that.

8 BRANCH MANAGER ORR: There's several of those  
9 shows. But I think there's really some opportunities.  
10 Like, for example, there's some companies in the Bay Area  
11 that go through as they're demolishing homes and they  
12 rescue various great materials out of those homes. So not  
13 only are there opportunities for new construction  
14 products, but I think it's a great reuse opportunity as  
15 well.

16 --o0o--

17 BRANCH MANAGER FRIEDMAN: So moving on to the --  
18 I think it's the last build it slide. I seem to be doing  
19 the last slides here.

20 There's three more areas on this slide. I'm  
21 going to only highlight one of them. Conduct on line  
22 sustainable building training with CSU Chico; promote  
23 sustainable landscape practices to landscapers,  
24 developers, and homeowners, and establishing University  
25 curriculum for sustainable landscaping.

1 I just want to talk a little bit about the second  
2 one, promoting sustainable landscape practices to  
3 landscapers, developers, and homeowners. We hear a lot  
4 about sustainable building. There's also landscapes with  
5 most buildings. This is an area of great potential. We  
6 have several projects, and we've learned over the years  
7 where to focus our efforts. But recently we've been  
8 working with the partnership with the city of Sacramento  
9 in the North Natomas development out by the airport  
10 basically north of the city. And we've had a U.S. EPA  
11 grant as well working on this. It's really a cross-media  
12 kind of project.

13 And one of the things I want to highlight with  
14 the sustainable landscaping is the benefits not only in  
15 terms of reduction in green waste, but in terms of water  
16 use, energy use, reduction in chemicals that you have to  
17 apply, such as fertilizers, pesticides, herbicides. And  
18 so what we want to do is to take the information that we  
19 are learning in this particular project and be able to use  
20 it to provide information to landscapers, developers, and  
21 homeowners all over the state.

22 So just one little tidbit of information.  
23 Currently, 8 percent of disposal is leaves and grass. If  
24 all of this were diverted through sustainable landscaping  
25 practices such grass cycling or plant spacing or the types

1 of plants you chose and that sort of thing, we would be  
2 diverting 3.2 million tons of waste. And this would  
3 increase diversion by over 4 percent. So sustainable  
4 landscaping practices have real benefits in terms of  
5 diversion and also in terms of these other media,  
6 pollution prevention, energy use, water usage.

7 And with that, I think we've gone through all of  
8 the -- if there are any questions, otherwise, I will turn  
9 the presentation back over to Patty.

10 CHAIRPERSON PAPARIAN: Any questions?

11 We are going to have one speaker, by the way.

12 DEPUTY DIRECTOR WOHL: A speaker, okay. And let  
13 me just kind of wrap this up.

14 --o0o--

15 DEPUTY DIRECTOR WOHL: With any kind of plan,  
16 there's obviously critical success factors. And in this  
17 case, we've identified the internal and external factors  
18 that we think make this a success. Obviously, the Board  
19 and Executive staff support, whether that be attending  
20 events or helping us, you know, push legislation through,  
21 you know, supporting our efforts, supporting the contract  
22 concepts, just being involved and lending your ideas.

23 Adequate staffing. When we developed this, we  
24 felt like we had the staffing to complete these efforts  
25 within the next 18 months. But as we know, that changes.

1 So obviously we'd need to evaluate it if we had staffing  
2 changes.

3 And then adequate baseline funding. You know, a  
4 lot of what supports our activities is contract concepts  
5 and working with partnerships, whether we get those  
6 through grants, outside of our own funds. But those kind  
7 of efforts help us be successful.

8 And then on the external side, Agency level  
9 support, the Governor's office support. I've been working  
10 with John Myers on several of these events we have going.  
11 And Terry has been participating. And we are looking to  
12 see if we can get the Governor at some of these, too.

13 Helping us carry key legislation. We obviously  
14 need the Legislator's report. We have a lot of bills and  
15 cleanup language and things like that that we're pushing  
16 through.

17 And then just continued cooperation from, you  
18 know, our partnerships. We work with internal staff and  
19 other divisions, but we also work with state agencies,  
20 local jurisdictions, and a whole host of private  
21 businesses to help us be successful.

22 --o0o--

23 DEPUTY DIRECTOR WOHL: And then just lastly so  
24 you have an understanding of -- as I mentioned, we  
25 expected this would be something we could accomplish in

1 the next 18 months. We would like at the end of that to  
2 bring a report back and say here's what we were  
3 successful, here's what we were able to do. But in  
4 addition, the management team is committed to looking at  
5 this on a much more regular basis and evaluating based on  
6 resources and change in direction and those things where  
7 we are with that plan, you know, as frequently as every  
8 six months, if not before that.

9           Also the Board will have many points of contact,  
10 because we'll be bringing items forward at key points or  
11 we'll be, you know, looking for assistance or giving  
12 discussion items. So although you've seen an overview of  
13 what we do, you will see it item by item as we go through  
14 this probably many times before the 18 months is up. But  
15 that was our strategy for how we'd bring information back  
16 to you.

17           So it's a lot of information. We wanted to kind  
18 of highlight those things we're working on. And  
19 especially with two new Board members, we thought it was  
20 kind of important to see all the stuff that had gone  
21 before you.

22           And with that, we're open to any comments.

23           CHAIRPERSON PAPARIAN: Thank you. That was  
24 really an outstanding overview of what's going on and what  
25 you're hoping to accomplish. Maybe before we get into any

1 comments, we'll hear from our speaker, Evan Edgar.

2 Great tie.

3 MR. EDGAR: Thank you, Chairman and Board  
4 members. That's from the Australia outback, Ayers Rock.  
5 Got that there personally.

6 I'm Evan Edgar for the California Refuse Removal  
7 Council. We are a key partner --

8 CHAIRPERSON PAPARIAN: Is your mic on? Is the  
9 green light on?

10 MR. EDGAR: It's on.

11 Evan Edgar, live from the California Refuse  
12 Removal Council. We're over 100 collection companies, 50  
13 MRF and transfer stations, and 12 compost facilities. At  
14 CRC, we collect it. We process it. We market it. And we  
15 just do it at CRC every day.

16 And we're very supportive of the 1997 market  
17 development plan. But with all that work, we still have  
18 piles of Caltrans base rock on our C&D sites, and we have  
19 bails of plastic at our MRFs. We did focus on organics  
20 and C&D and have had a lot of success with that since  
21 1997. Thirty-five percent are organics. We've been  
22 working on Caltrans specs with Kevin Taylor and Judy for  
23 the last five years. And we still haven't got the  
24 breakthrough we need at Caltrans.

25 We partnered with the U.S. Composting Council to

1 bring their influence into it and their science and still  
2 are hoping for a breakthrough soon. So with the compost  
3 specs, we hope to tap into those three million tons at  
4 Caltrans.

5 Plus, at Caltrans, with 12 percent being base  
6 rock, we have piles and piles of base rock at a lot of our  
7 facilities. We'd like to expand the scope of Caltrans  
8 beyond RAC and compost to aggregate and base rock. Be  
9 nice to have a market development plan with Caltrans.

10 Always nice to pass new laws and regulations for  
11 market development. At one of the conferences that Mike  
12 Paparian spoke at at CRA last year, you had 20 new ideas  
13 on market development. And then you held up the PRC Code  
14 book, and they're already in law. I think he mentioned  
15 from the Caltrans across the board, there's a lot of good  
16 ideas in existing PRC Code that could be enforced and  
17 implemented.

18 So we would support part of the collect it,  
19 process it, market it, do it. Just enforce it, too. And  
20 the Board has a lot of leadership on AB 939 and SB 1066 in  
21 order to nudge local judgment in good faith effort to  
22 enforce AB 939. So we would support that.

23 With regards to plastics, we do have bails of  
24 plastics at our MRFs throughout California. Whereas, we  
25 have a RPP recycling rate that was adopted by the Waste

1 Board, we'd like to have that enforced at 25 percent  
2 recycling rate to create the demand in order to get  
3 plastics back into the waste stream so we can move our  
4 plastics from the bails into the marketplace. So you can  
5 enforce it as well and make it happen with its action,  
6 action, action plan, that would be great. AB 939 has  
7 created jobs and more jobs, and we are part of the eco  
8 industrial complex, the next big thing for California, and  
9 we support this market development plan. Thank you.

10 CHAIRPERSON PAPARIAN: Thank you.

11 Board members. Board Member Marin.

12 COMMITTEE MEMBER MARIN: Mr. Chairman, I have to  
13 commend staff for doing an incredible job on developing  
14 this wonderful action plan.

15 One of the things that I would -- there's so much  
16 that I know staff is working on and so many components.  
17 And I really like the fact that they were targeting those  
18 areas that are the most egregious, if you will, the  
19 organics and paper, the plastics. I think that's the  
20 right way to approach it. Let's go to where our biggest  
21 challenge is and face that.

22 One of the things that I would love to see that I  
23 did not see as much, although within their presentations  
24 they kept saying that, some of the goals they have for  
25 some specific items. If this were to happen, what kind of

1 percentage reduction they would see on diversion. And so  
2 I would very much like to see that throughout the plan,  
3 Mr. Chairman. You know, if we're successful with all of  
4 this, what's the goal? What are we looking at? If all of  
5 this was to be implemented with everybody supporting, what  
6 is it that we're looking at of total diversion?

7           And maybe individually, you know, if we were to  
8 do this and if we were to be successful, six months down  
9 the road we would see a 3 percent reduction, a year down  
10 the road we'd see a 10 percent reduction, and 18 months  
11 later, 25 percent reduction. I don't know. Whatever the  
12 figures would be. Because if we have measurements,  
13 Mr. Chairman, it would be so much easier to get people  
14 behind it. I think it would give us the impetus.

15           I think staff has a lot of that because in their  
16 presentation they were mentioning it, but it's not in the  
17 plan. And it seems to me that to get the buy-in from  
18 everybody involved, if we say this is what we're aiming  
19 at, that we would have a bigger buy in from all those  
20 people that we're going to go in and say you really want  
21 to join us because what we're doing is really remarkable.  
22 And our goal is very laudable.

23           So, Mr. Chairman, if I may, I would love to see  
24 that throughout the plan. It's a great plan. I support  
25 it 100 percent. But I think it would make it even easier,

1 faster, and better to sell if we had those quantifiable  
2 measurements within specific periods of time. I think it  
3 would just give us more focus, Mr. Chairman.

4 DEPUTY DIRECTOR WOHL: We actually have a  
5 parallel effort going on within the division that is  
6 focusing on measurements. So I think we just -- and as  
7 you can tell, we did talk about them. So we have some up  
8 our sleeve. We've been working on them. We've been  
9 trying to figure out ways to quantify them. So I think it  
10 should be relatively easy to merge them into the plan.

11 CHAIRPERSON PAPARIAN: I agree. Good idea.  
12 Obviously, there's some of these items where you can't  
13 quantify, but I think you actually gave us some numbers on  
14 the Caltrans organics and some of the other stuff that are  
15 pretty enlightening.

16 DEPUTY DIRECTOR WOHL: And set some goals for  
17 that.

18 CHAIRPERSON PAPARIAN: Board Member Mulé.

19 COMMITTEE MEMBER MULÉ: I, too, would like to  
20 commend staff on putting together this plan. Again, I had  
21 no idea that you were working on so many different  
22 projects. And it was really nice to see that you've set  
23 some priorities and looked at a shorter term plan, as in  
24 the 18-month plan. And I think that's great. And I think  
25 that all of our divisions should do the same. I just

1 think that's a great exercise to go through, because it  
2 helps us all to focus on our priorities and also to have  
3 some direction. And as Board Member Marin said, it's nice  
4 to have some of those measurable goals, because then you  
5 can look and say we did it. We accomplished it.

6 A couple of comments and questions that I have,  
7 Patty, is I know that, you know, you've got all these  
8 projects going on. And while you're saying you have  
9 adequate staff, I'm just wondering -- you did mention at  
10 the end of your presentation as far as partnering with  
11 some of the other departments in state government. And so  
12 I know that you're working on that. But I just hope that  
13 we do more of that collaboration with other departments  
14 and other agencies and government, because some of these  
15 things I think are really, really good programs.

16 But I'm wondering why isn't Water Resources the  
17 lead agency on these or the Department of Energy? So,  
18 again, to the extent that we can partner with other  
19 departments and agencies, I just think that would be  
20 beneficial for all of us. I mean, because if we pull our  
21 resources together, I think there's even a lot more that  
22 we can accomplish.

23 So I think that's all that I -- oh, and then the  
24 other thing on Caltrans. I know we've been trying to work  
25 with Caltrans. And it seems like we've had a lot of

1 trouble with them over the years. And so I'm wondering,  
2 too, why we haven't approached local government and worked  
3 with local government on some of these projects, such as  
4 with the landscaping and utilizing some of these materials  
5 in their road base, because, again, they're doing a lot of  
6 repaving on the local level as well. So I'm just thinking  
7 maybe if we keep going to Caltrans and we're not getting  
8 the cooperation we had hoped, maybe we should just work  
9 more with some of the local governments on some of these  
10 projects.

11 CHAIRPERSON PAPARIAN: And I just had a few quick  
12 things just following up on Caltrans. It seems like from  
13 various divisions in the Board we have issues with  
14 Caltrans. I know one of the Board members recently met  
15 with the interim Caltrans Director I think about some tire  
16 related items. But it seems like our interests with  
17 Caltrans go beyond just tires and rubberized asphalt.  
18 They cover a range of things.

19 I'm kind of wondering whether we need some sort  
20 of working group of a couple Board members and some of the  
21 staff from various divisions to really come up with a more  
22 cohesive strategy on dealing with Caltrans and presenting  
23 them the range of opportunities that they have to  
24 participate in some of the really needed solutions in the  
25 waste area.

1           COMMITTEE MEMBER MARIN: Mr. Chairman, in  
2 discussing this, I think one of the most important things  
3 we cannot forget is we're from the same family, that all  
4 of us respond to the same government -- to the same  
5 Governor. And the Governor has been very clear in how he  
6 feels about the environment and how he feels that the new  
7 way of government and so forth.

8           I think -- and, of course, we have a new  
9 administration with a new Caltrans Director and some of  
10 the deputies there and so forth. Why couldn't we approach  
11 them and say let's try to start this? Because I see this  
12 in clear -- there's a very clear element of what the  
13 Governor wants, you know, the government to do, what the  
14 Governor wants the environment to be like, how we fit in,  
15 and how we're a response to some of their challenges. It  
16 seems to me that it would be a lot easier for us to have a  
17 working group from us and a working group from Caltrans.  
18 And I don't know whether the Chair ought to initiate that  
19 or yourself, Mr. Chair, but it seems to me that we can  
20 really -- it's a great opportunity.

21           CHAIRPERSON PAPARIAN: I mean, I think the point  
22 is not to shame Caltrans, but to show them the light. And  
23 I think we need in some ways a more united front from the  
24 Board. We have many points of contact in Caltrans, but I  
25 think maybe we need to unify that some and work with them

1 as they appoint a new Caltrans Director and also work with  
2 the Business Transportation and Housing Agency. I know  
3 Sunne McPeak, I believe, would be fairly --

4 COMMITTEE MEMBER MARIN: I'm sure she would be  
5 very --

6 CHAIRPERSON PAPARIAN: -- sympathetic to working  
7 with us on these issues.

8 COMMITTEE MEMBER MARIN: There is no doubt in my  
9 mind she would see the bigger picture. I just don't know  
10 that anybody has presented that to her directly.

11 CHAIRPERSON PAPARIAN: I think perhaps we should  
12 talk more about how we can kind of unify some of the staff  
13 interests in Caltrans related issues as well as some of  
14 the Board interest and figure out how to pursue that.

15 EXECUTIVE DIRECTOR LEARY: I couldn't concur  
16 more, Chairman Paparian.

17 In fact, I had participated in a fairly difficult  
18 conversation with Caltrans and BT&H yesterday about the  
19 Levene legislation. And not to bore you with the details,  
20 but the sum total of that is I think we as an organization  
21 need to better define what we want Caltrans to commit to,  
22 what is it we're looking for them to partner with us  
23 about.

24 And it goes beyond RAC, as we've focused on RAC  
25 and I think the organics procurement area. There's

1 opportunities for Caltrans and the Board to further both  
2 of our independent missions in bettering the state of  
3 California. And I think the time is now. If it isn't in  
4 CPR, it certainly should be. This is certainly an  
5 improvement to the state process.

6 And I think we as the Executive Staff of this  
7 organization will work here very expeditiously to better  
8 define those goals and outcomes with Caltrans and look  
9 forward to working with you all and meeting with the  
10 Executive Team over at BT&H and Caltrans to further those  
11 missions.

12 So I appreciate your support. I've kind of  
13 independently come to that same conclusion as a result of  
14 some recent experiences of my own. So together we'll  
15 march forward. Thank you.

16 CHAIRPERSON PAPARIAN: Thank you.

17 And then a couple other quick things. And this  
18 kind of keys off of the Caltrans discussion. I think in  
19 several of the items that you have the state serving as a  
20 roll model. That's something that's very important to me,  
21 and I think that there's a lot we could do to showcase the  
22 things that the state is doing. I know John Myers is  
23 interested in doing some of that. And I think that you  
24 have some enthusiasm from the Board members as the state  
25 serving as a role model, with the state being the biggest

1 landlord in the state, the biggest occupier of office  
2 space, probably the top two or three biggest fleets in the  
3 state belong to the state of California. So I think the  
4 state could do more as a role model.

5           The last thing I want to mention, we got a  
6 letter -- I don't know if you've seen it yet -- from the  
7 Global Recycling Council regarding zero waste. And they  
8 make some suggestions. Looks like you haven't seen it  
9 yet. I'll make sure -- we just got it yesterday, I think.  
10 They make some suggestions related to promoting zero waste  
11 that affect both Waste Prevention Market Development  
12 Division and DPLA. So obviously you don't have a response  
13 to that since you haven't seen it. So I'll share it with  
14 you and we can discuss it at the later time.

15           COMMITTEE MEMBER MARIN: I haven't seen it.

16           COMMITTEE MEMBER MULÉ: Neither have I.

17           CHAIRPERSON PAPARIAN: It was sent to the Chair,  
18 and I got a copy of it. We'll make sure all the offices  
19 get it and the staff.

20           Anything else on this item?

21           Patty, do you have anything else on this item?

22           Thank you very much. I think it was very  
23 helpful, very enlightening. Thank you.

24           We'll take a ten-minute break before moving into  
25 the DPLA items and come back here at 11:05.

1 (Thereupon a recess was taken.)

2 CHAIRPERSON PAPARIAN: Okay. I think we'll get  
3 started again.

4 Is anybody here thinking they're going to speak  
5 on the e-waste regulations? Scott. Okay.

6 Kathy will explain to you what's going on.

7 Is anybody else? Okay. Because the expectation  
8 is we're going to hear those at the Board only, rather  
9 than hear them here and then go through the exact same  
10 thing at the Board. Okay.

11 I think we can go into the DPLA items.

12 BRANCH MANAGER MORALEZ: Good morning, Mr.  
13 Chairman and Board members. For the record, my name is  
14 Phil Morales, Branch Manager for the State and Local  
15 Assistance Branch with the DPLA division.

16 As you may know, our Deputy Director, Pat  
17 Schiavo, is on vacation with his family on the east coast  
18 and has given me the privilege to address this Committee  
19 on behalf of the division. That's because the others are  
20 on vacation, too. So I was the only one left. However,  
21 there are a couple items I would like to address in the  
22 abbreviated Deputy Director's report.

23 First, I would like to note that, as requested by  
24 the members of this Committee at the last meeting, staff  
25 has prepared a diversion rate and base year information

1 summary for those jurisdictions under an abbreviated  
2 agenda item that staff is recommending for approval of the  
3 2001-2002 biennial review. For those abbreviated items,  
4 the attachment is listed as Attachment 1A in the Board  
5 agenda packet.

6           Secondly, staff would like to apprise the  
7 Committee members that the DRS regulations physical and  
8 economic analysis is at the Department of Finance, which  
9 must be signed off before the regulation package can be  
10 sent to the Office of Administrative Law to start the  
11 formal regulation process. Department of Finance has to  
12 work on the recently passed budget and a variety of other  
13 physical and economic analysis for other regulation  
14 packages. They estimate it will take about two months to  
15 review the DRS information. We'll keep you informed if  
16 anything new develops.

17           Staff is busy working on completing the final  
18 review of approximately 60 jurisdictions for the 2001-2002  
19 biennial review. With the inclusion of the jurisdictions  
20 in today's agenda item, a total of 210 jurisdictions will  
21 have received Board action on their biennial reviews. It  
22 is anticipated that the balance of the jurisdictions whose  
23 biennial reviews must be approved by the Board should be  
24 completed by November of this year.

25           This completes my report. Are there any

1 questions?

2           Let's move on to Committee Agenda Items E, F, G,  
3 and H. Mr. Chairman and Committee members, I would like  
4 to combine the Committee items which correspond with the  
5 Board Agenda Items 6, 7, 8, and 9. These items  
6 essentially are the consideration of 2001-2002 biennial  
7 review findings for numerous jurisdictions, too many to be  
8 mentioned here. We have approximately 87, 89  
9 jurisdictions. Therefore, I won't name them all.

10           But Susan Sakakihara will make the presentation  
11 for the Committee Items E, F, G, and H. And for those  
12 members of the audience that are tracking these items,  
13 they are 6, 7, 8, and 9 on the Board agenda.

14           SUPERVISOR SAKAKIHARA: Good morning.

15           Staff have conducted their biennial reviews and  
16 found that the jurisdictions in Items E and H have  
17 achieved a 2002 diversion rate of at least 50 percent or  
18 attained a reduced goal under a rural reduction and are  
19 adequately implementing source reduction, recycling,  
20 composting, and public education, and information programs  
21 as outlined in their source reduction and recycling  
22 elements and household hazardous waste elements.

23           Some of these jurisdictions are claiming up to 10  
24 percent diversion from either biomass or transformation.  
25 Attachments 2 and 3 for each item show the tonnage of

1 biomass or transformation claimed by some of these  
2 jurisdictions and the resulting diversion percentages.

3           While the 2002 diversion rate still remains below  
4 the 50 percent diversion requirement for the jurisdictions  
5 in Items F & G, Board staff in conducting their biennial  
6 reviews has determined that these jurisdictions are  
7 continuing to make all reasonable and feasible efforts to  
8 implement new and/or maintain their diversion programs.

9           Some of these jurisdictions are also claiming up  
10 to 10 percent diversion from either biomass or  
11 transformation. Again, Attachments 2 and 3 of each item  
12 show the tonnage of biomass or transformation claimed by  
13 these jurisdictions and the resulting diversion  
14 percentages.

15           Agenda Items E, F, G, and H list those  
16 jurisdictions for which staff is recommending approval of  
17 the 2001-2002 biennial review. Should the Board not  
18 except staff recommendations, these jurisdictions have  
19 reserved the right in their 2002 annual report to submit  
20 an SB 1066 time extension or alternative diversion rate  
21 request. You have also been given a revised resolution.  
22 It's been corrected to reflect the same agenda item title  
23 as the agenda item.

24           This concludes my presentation. Both Board staff  
25 and representatives from some of the cities are here to

1 answer any questions.

2 CHAIRPERSON PAPARIAN: Questions?

3 I have a couple quick questions. Some of the  
4 jurisdictions -- I'm looking at Agenda Item 6. Some of  
5 the jurisdictions are right at 50 percent or have declined  
6 a little bit and are right at 50 or 51 percent. I think  
7 there's one that might have gone from 65 to 50 percent  
8 over the last couple years. What are we doing to make  
9 sure that downward trend doesn't continue with those  
10 jurisdictions?

11 BRANCH MANAGER MORALEZ: What staff has been  
12 doing is tracking to see if all the programs are still  
13 implemented fully, and what we're finding is some of those  
14 numbers are a result of different reporting requirements.  
15 There may have been anomalies in some of the disposal  
16 requirements. Previously, sometimes material that was  
17 being credited to one jurisdiction wasn't being credited  
18 to the right jurisdiction. So it did some shifting.

19 The more we hold the cities and the haulers  
20 accountable, the more the numbers tend to get a little  
21 firmer and a little more realistic. And in some of those  
22 programs that you see, it's really what staff is looking  
23 at was there a reason other than a disposal issue? Was  
24 there programs that were being delineated or deleted or  
25 not being fully enforced? In some cases, we even had new

1 contracts between cities and haulers that changed some of  
2 those numbers as well. Typically, if a hauler is not  
3 happy because they didn't get a renewed contract, they  
4 tend to drop their emphasis on the programs so the numbers  
5 tend to go up. A new hauler comes in and we find the  
6 programs are back in place, and the numbers again start to  
7 come back up. So those are the things we looked at before  
8 we said are they still a good faith effort? Are they  
9 still at 50 percent?

10 CHAIRPERSON PAPARIAN: So you're confident the  
11 ones we have before us today or all doing what they need  
12 to do?

13 BRANCH MANAGER MORALES: Yes, we are. You'll  
14 actually see one that we have coming forward with the West  
15 Hollywood where the exact opposite happened. And the  
16 jurisdiction said, "We want to make sure everybody is  
17 accountable." And they asked for a 1066 time extension.  
18 But you'll hear more of that. They could have easily, if  
19 they wanted, gone for a GFE, because we saw the numbers  
20 were already increasing. But the city wanted to hold the  
21 new hauler accountable, so they asked for the 1066.

22 So I think in this case, we are very comfortable  
23 with these jurisdictions that they have fully implemented  
24 and continue to fully implement their programs.

25 CHAIRPERSON PAPARIAN: You have the listings

1 which are helpful of the transformation and biomass  
2 numbers in here. With both those programs, there's a  
3 pre-processing requirement. They need to pull out their  
4 recyclables before it goes into those facilities. How do  
5 we confirm that proper pre-processing is happening?

6 BRANCH MANAGER MORALEZ: That's actually  
7 essentially again looking at the programs. We look at the  
8 front end. If the front end is being done, then we know  
9 that's happening. We also look at the total numbers.  
10 They can only claim a maximum amount. So if the disposal  
11 is growing and they're claiming a maximum amount, we know  
12 there's something wrong with the programs. So we kind of  
13 balance the two. Again, there are indicators in place.

14 Maybe Cara has a better explanation.

15 BRANCH MANAGER MORGAN: Cara Morgan, Office of  
16 Local Assistance.

17 When jurisdictions claim, for example, biomass,  
18 they have to submit a certification form to us which  
19 addresses certain statutory requirements, environmental  
20 types of monitoring, testing, recycling that may be going  
21 on at the facility.

22 We have been doing some spot checking, going out  
23 and visiting some of the facilities to ensure that the  
24 reporting is being done correctly, the recycling prior to  
25 it entering the facility is occurring, some of those

1 things. We haven't hit every facility in the state, but  
2 we've tried to target some of the big ones to verifying  
3 it's occurring.

4 CHAIRPERSON PAPARIAN: You're confident when they  
5 have these programs, they are doing the up front  
6 recycling, composting, and so forth they're supposed to  
7 be?

8 BRANCH MANAGER MORGAN: Correct.

9 CHAIRPERSON PAPARIAN: Any other questions?

10 COMMITTEE MEMBER MULÉ: I just wanted to thank  
11 staff. Last time we met, we had requested this diversion  
12 rate summary by year. And I just want to thank you all  
13 for putting this together. This was very helpful to have  
14 a snapshot overview of a jurisdiction from '97 to 2002.  
15 So it's very helpful. I just want to thank you all for  
16 your work in putting this together.

17 BRANCH MANAGER MORGAN: Member Mulé, I really  
18 appreciate that. And I'd like to acknowledge our Waste  
19 Analysis Branch staff as well as our IWB staff. They  
20 worked very hard to get this done in a timely manner. I  
21 really appreciate the acknowledgement for them.

22 COMMITTEE MEMBER MULÉ: Please extend my thanks  
23 to them as well.

24 CHAIRPERSON PAPARIAN: So why don't we go through  
25 the resolutions. The first resolution is Resolution

1 2004-213 revised.

2 And then help me if I skip over any.

3 Board Member Mulé moves and Board Member Marin  
4 seconds.

5 Secretary, call the roll.

6 SECRETARY KUMPULAINIEN: Marin?

7 COMMITTEE MEMBER MARIN: Aye.

8 SECRETARY KUMPULAINIEN: Mulé?

9 COMMITTEE MEMBER MULÉ: Aye.

10 SECRETARY KUMPULAINIEN: Papanian?

11 CHAIRPERSON PAPANIAN: Aye.

12 So then the next one is 2004-214.

13 Board Member Mulé moves. Board Member Marin  
14 seconds.

15 And we can substitute the previous roll call.

16 The next one is 2004-215. Board Member Marin  
17 moves. Board Member Mulé seconds.

18 Substitute the previous roll call.

19 And then we have one more, 2004-216. Board  
20 Member Marin moves. Board Member Mulé seconds.

21 Substitute the previous roll call.

22 And that takes us to the next agenda item.

23 BRANCH MANAGER MORALES: The next item is I, or  
24 Board Item 10, Consideration of the Adequacy of the  
25 Five-Year Review Report for the County of San Mateo's

1 Countywide Integrated Waste Management Plan. And Keir  
2 Furey will present this item.

3 CHAIRPERSON PAPARIAN: Before you move on, I'm  
4 reminded that we probably should go ahead and put those  
5 last items on consent. So we'll go ahead and do that.

6 Go ahead.

7 MR. FUREY: Good morning, Committee Chair  
8 Paparian and Committee members. Each county is required  
9 to review and, if necessary, revise its Countywide  
10 Integrated Waste Management Plan, or CIWMP, every five  
11 years. The County of San Mateo has submitted its report  
12 for its five-year review of the CIWMP.

13 In concurrence with the county's local task  
14 force, the county determined that certain revisions of the  
15 CIWMP were necessary at the time of the review. Necessary  
16 revisions include the following: The household hazardous  
17 waste element for each jurisdiction within the county;  
18 the unincorporated county's nondisposal facility  
19 element; in addition, the county's report recommends that  
20 three individual cities should review their nondisposal  
21 facility element status and revise it as needed.

22 Board staff has evaluated the county's review  
23 report and has determined the required elements have been  
24 addressed. Therefore, staff recommends the Board adopt  
25 Option 1, which approves the county's five-year review

1 report.

2 A representative from the county is present to  
3 answer any questions.

4 This concludes my presentation.

5 CHAIRPERSON PAPARIAN: Any questions, Members?

6 Okay. We have a resolution.

7 COMMITTEE MEMBER MARIN: I move it.

8 CHAIRPERSON PAPARIAN: Resolution 2004-217 moved  
9 by --

10 COMMITTEE MEMBER MULÉ: Second.

11 CHAIRPERSON PAPARIAN: -- Board Member Marin,  
12 seconded by Board Member Mulé.

13 Substitute the previous roll call.

14 And this can go on consent.

15 BRANCH MANAGER MORALES: Next item is J, or Board  
16 Item 11, Consideration of the Adequacy of the Source  
17 Reduction and Recycling Element, Household Hazardous Waste  
18 Element, and Nondisposal Facility Element for the Newly  
19 Incorporated City of Elk Grove, Sacramento County.

20 And Kyle Pogue will present this item.

21 MR. POGUE: Good morning. Kyle Pogue, Office of  
22 Local Assistance.

23 The city of Elk Grove incorporated on July 1,  
24 2000. The city's submitted its source reduction recycling  
25 element, household hazardous waste element, and

1 nondisposal facility element and established its base year  
2 for the 2002 reporting year. As part of the SRRE, HHWE,  
3 and NDFE review, the city submitted a waste  
4 characterization study using information available through  
5 the Board's statewide waste characterization database. In  
6 addition, as part of the base year study review, Board  
7 staff conducted site visits. As a result, deductions and  
8 additions were made to the diversion amounts for the city.  
9 The site visit verification results can be viewed in  
10 detail by referring to Attachment 3 of the agenda item  
11 packet. No extrapolation was used to calculate diversion  
12 amounts.

13           The city submittal of its SRRE, HHWE, and NDFE  
14 and is documented and is consistent with Board standards  
15 for accuracy. Therefore, staff recommends the Board  
16 approve the city's planning documents with staff's  
17 suggested modifications.

18           This concludes my presentation. Cedar Kehoe from  
19 the city of Elk Grove as well as Frank Oviedo from the  
20 city are available if you have any questions.

21           CHAIRPERSON PAPARIAN: Any questions?

22           Board Member Mulé.

23           COMMITTEE MEMBER MULÉ: I just have a comment.

24           It seems that the city has done an excellent job  
25 of putting all this information together. And I know that

1 you worked very hard on it, Kyle. And I just want to  
2 compliment all of you. You did a really thorough job of  
3 identifying your programs and your tonnages that are being  
4 diverted and just want to commend you all on your efforts.  
5 Thank you.

6 COMMITTEE MEMBER MARIN: I joke with Kyle if he  
7 presented I wasn't going to vote for it. But I will move  
8 the item, Mr. Chairman.

9 CHAIRPERSON PAPARIAN: Okay. Moved by Board  
10 Member Marin.

11 COMMITTEE MEMBER MULÉ: Second.

12 CHAIRPERSON PAPARIAN: Seconded by Board Member  
13 Mulé.

14 Substitute the previous roll call. And I think  
15 this can go on consent.

16 BRANCH MANAGER MORALEZ: The next item is K, or  
17 Board Item 12, Consideration of the Application of an SB  
18 1066 Time Extension by the City of West Hollywood, Los  
19 Angeles County. And Steve Uselton will present this item.

20 SUPERVISOR USELTON: Good morning, Committee  
21 members.

22 The city of West Hollywood has requested an SB  
23 1066 time extension through December 31st, 2005. The  
24 specific reasons the city needs the time extension are as  
25 follows.

1           The city has had an exclusive solid waste  
2 franchise agreement for residential and commercial  
3 services for the last eight years, and this agreement  
4 ended on June 30th of 2005. Before the city's exclusive  
5 franchise hauling agreement ended, the hauler changed the  
6 way it recorded disposal tonnages at the landfill. The  
7 city did not fully understand its waste disposal rate  
8 until 2001 when records were corrected. The city believes  
9 that the current disposal rate is more accurate and that  
10 additional programs are necessary to achieve the state's  
11 requirements.

12           The city is requesting additional time to  
13 establish and implement a new franchise agreement with new  
14 and expanded residential and commercial programs. The  
15 city rolled out the new residential and commercial  
16 recycling programs in July of this year. And the city  
17 continues to provide adjustments to service as requests  
18 are received.

19           It appears from early feedback from the hauler  
20 that both the food waste collection program and  
21 residential programs are working well. The city  
22 anticipates a 12 percent increase in its diversion rate  
23 from this new program implementation, and Board staff has  
24 determined that the information submitted in the  
25 application is adequately documented. And based on this

1 information, Board staff is recommending that the Board  
2 approve the city's time extension.

3 An additional consideration of the city's current  
4 diversion rate is that the 2002 diversion rate includes a  
5 reduction of 12,715 tons of contaminated soil from the  
6 site cleanup. The deduction changes the city's diversion  
7 rate by 19 percentage points. The project was an anomaly  
8 to historic disposal, and disposition of the contaminated  
9 disposal was mandated by the California Air Resources  
10 Board.

11 A representative of the city could not be present  
12 at today's meeting, but I am available to answer any  
13 questions. That concludes my presentation.

14 CHAIRPERSON PAPARIAN: Any questions?

15 COMMITTEE MEMBER MARIN: Mr. Chair, I'd just like  
16 to commend the city because they could have basically  
17 gotten away with a lot more, as staff had a presented --  
18 with a lot less, rather, and they, themselves, are taking  
19 the initiative to say we want to do a better job. So they  
20 need to be commended for that, Mr. Chairman.

21 CHAIRPERSON PAPARIAN: Okay. So not only does  
22 Board Member Marin commend them, she moves Resolution  
23 2004-219, and seconded by Board Member Mulé.

24 We can substitute the previous roll call and put  
25 this one on consent.

1 I think that concludes our agenda items.

2 Is there any public comment?

3 Seeing none, this meeting is adjourned.

4 (Thereupon the California Integrated Waste  
5 Management Board, Sustainability and Market  
6 Development Committee adjourned at 11:27 p.m.)

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