

**Monterey Regional Waste Management District
Technical Advisory Committee (TAC)
Minutes of December 18, 2019 Meeting**

Attending: Representatives from Carmel, Pacific Grove, Pebble Beach (PB) Community Services District (CSD), Marina, Seaside, Monterey County, as well as HF&H Consultants, Sloan Vasquez McAfee (SVM), MRWMD and GreenWaste Recovery.

Agencies Not Represented: Del Rey Oaks, Monterey, Sand City.

Documents Distributed: TAC Meeting Agenda, Quarterly GreenWaste Recovery (GWR) Report Summary, SVM, GWR Franchise Agreement Public Education & Outreach Plan (PEOP) Comparison Sheet.

1. Update on GWR Financial Submittal and Cost-Based Rate Review By HF&H

Rob Hilton of HF&H shared preliminary numbers and adjustments from quarterly reports and also distributed a summary of the preliminary review of GWR's Rate Setting packet. It is estimated that GWR has revenues of about \$1 million higher than anticipated. In terms of rate adjustments, the preliminary numbers would indicate that Carmel may have the highest increase at 16% increase, but overall the seven member agencies, there may be a 2% rate savings. Rob commented that the rate adjustments are relatively nominal on a per customer account basis.

Discussion was held on whether it was better to apply rates across the board instead of by customer sector. Discussion was also held on how the member agencies will want to have the rate reductions applied, e.g., refunds to the customers or rolled into COLAs due in July. It was suggested that if the District was planning for a tip fee increase, all adjustments should be made at the same time and agencies should make the rate adjustments for both residential and commercial sector alike. Rob recommended that discussions with GWR be held to document how the rate adjustment will be completed, and an amendment be made to the Franchise Agreement confirming how the process will be executed. HF&H plans to meet with each member agency via teleconference the first part of January.

2. GWR Public Education and Outreach Program (PEOP) Update

Cliff Feldman of SVM provided an update to the TAC on SVM's assessment of GWR's PEOP and the company's performance against contractual commitments. He stated that recyclables contamination is caused by a lack of communication and results, and that a good PEOP is necessary for the success of diversion. He also discussed the benefits of having better program controls and more specific deadlines.

4. Rate Review and PEOP Discussion with GWR representatives

Rate Review. At this point in the meeting, representatives from GWR joined. Some of the topics discussed included: the mechanics of delaying a collection fee adjustment until July 1; the difficulty of enforcing hauling exclusivity, as defined in the franchise agreement, around debris boxes; and, the possibility of a District tip fee increase. Next steps are ironing out language and meeting to discuss issues for each member agency.

PEOP Discussion. A TAC PEOP subcommittee has been established, consisting of Leslie Milton (Seaside), Mike Niccum (PBCSD), and Agnes Martelet (Carmel). Samples of GWR public education materials were passed around and GWR staff stated that they would provide other materials and information on all their campaigns, distribution, etc. It was commented that there are some member agencies that have not seen any of the GWR materials. GWR inquired about the pace of updates that are expected for the recycling guide and noted that it may not be cost-effective to continually update the guide in accordance with fluctuations in the accepted item list. The contract was designed to include everything: inserts, direct mail, posters, recycling guide.

The GWR franchise agreements set metrics and performance goals. Discussion of how to justify return on investment within the partnership and that quarterly reports could help ensure that GWR's outreach is effective, especially given that GWR is required by contract to provide to all AB 1383 customers. The following was noted:

- Quarterly reports should provide a rolling accounting of status of deliverables
- GWR outreach efforts need to be reported out to elected officials, businesses and residents.
- Required metrics should be established, based upon results of the waste characterization studies, regarding the types of contamination and where it is coming from.
- Importance of outreach and education efforts to school districts within the District.
- Email distribution timelines on outreach materials need to be clear.
- Clearer impacts on diversion.

It was suggested that public education outreach needs to be more fluid and adjust for the trends. GWR noted that the annual report was time-intensive, requiring full-time work from January 1 through February 15, and might need more staffing to accomplish all the outreach tasks that are being requested. GWR requested that the TAC prioritize reports and clarify which metrics are needed. They requested that District staff provide the completed 2019 Single Stream Waste Characterization Study.

The meeting was adjourned at 11:30 AM. *Minutes by Andrew Jarvis.*