

**Monterey Regional Waste Management District  
Technical Advisory Committee (TAC)  
Minutes of February 20, 2020 Meeting**

**Attending:** Representatives from Sand City, Carmel, Monterey, Pebble Beach (PB) Community Services District (CSD), Marina, Seaside, Monterey County, as well as Sloan Vasquez McAfee (SVM), MRWMD and GreenWaste Recovery (GWR).

**Agencies Not Represented:** Pacific Grove & Del Rey Oaks

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

**1. Update from Public Education Subcommittee**

The Subcommittee provided an update and discussion was held on the PEOP Comparison Sheet responses received from GWR in which several of the subcommittee's inquiries were responded with "refer to annual report," Discussion was held regarding GWR's apparent willingness to work with the jurisdiction on trash collection than on outreach, and that outreach with commercial customers was better than with residential customers.

**2. Discussion on GWR Public Education and Outreach Activities**

The District would like to see increased recycling and lower contamination rates in order to meet expectations set in state regulation such as SB 1383. There was consensus amongst the TAC that the outreach material developed by GWR is effective but needs higher distribution. Discussion was held on the GWR's budget for PEOP and that perhaps it was underbudgeted from actual necessary costs.

A discussion was held regarding GWR's responsibilities moving forward and the difference between public education and outreach (PE&O) and technical assistance. The District raised the point that operating in a reactionary mode in response to the PEOP might not be the most effective use of time and staffing. Moving into SB 1383, the process of PE&O would be expedited if a more uniform, consistent message was developed for the tri-county area; the Central Coast Recycling Media Coalition (CCRMC) was brought up as a potential mechanism for this. The price quote for projected costs of PEOP is based on the jurisdiction; this means that there is value in the contract irrespective of what is put in the pro forma.

**3. Discussion on Formalizing TAC Structure**

General Manager provided background information on the formation of the TAC. Given current discussions, the subcommittee was recommending the selection of a Chair and a Vice Chair for the TAC. It was moved and seconded to select Mike Niccum (PBCSD) as Chair, and Ted Terrasas (Monterey) and Leslie Milton (Seaside) as Vice Chairs.

**4. Next Steps (GWR Representatives seated at (9:40 a.m.))**

The background and goal of the TAC PEOP subcommittee was clarified with the intent being to unify approaches to franchise contract management and expectations for PE&O across Peninsula jurisdictions. Discussion was held regarding contamination rates by hauler across the Peninsula. GWR questioned how much of their 18.9 percent contamination rate was comprised of previously accepted items, such as film plastic, that are no longer recyclable as a result of post-National Sword changes in recycling markets. GWR

noted that clear goals need to be established so they can best meet the needs of the agencies and believes that the District is best suited to convey outreach and education messaging. GWR's three full-time PE&O Coordinators serving the Peninsula and the distinction between PE&O and technical assistance were discussed. Noted that technical assistance for SB 1383 by jurisdiction may be disproportionate to total percentage of revenue; Sand City was brought up as an example due to its high proportion of commercial businesses. Further, these costs are now changing as a result of the cost-based rate adjustment. Lastly, it was noted that GWR needs more staff to meet the requirements set by SB 1383.

There was discussion around the District creating content for outreach while GWR delivers the material. Cost implications of this approach will need to be evaluated. Moving forward, GWR will put together best estimates for cost-based rate adjustments, which will increase as a result of SB 1383. Outreach will transition to the District over the next few months, after the District has taken the issue to the Board of Directors. GWR needs a month to work out the adjustments, and the new rates will go into effect July 1.

The meeting was adjourned at 11:00 AM. *Minutes by Andrew Jarvis.*