



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

DATE: January 21, 2022
 TO: Board of Directors
 FROM: Zoë Shoats, Director of Communications
 SUBJECT: TAC / SB 1383 Update from December 15, 2021 Meeting

RECOMENDDDATION: That the Board receive this report.

BACKGROUND

The Technical Advisory Committee (TAC) is a staff working group comprised of at least one representative from each member jurisdiction MRWMD serves; the three franchise haulers who serve them; and MRWMD staff. The TAC was initially formed to better coordinate MRWMD member jurisdictions in choosing a common franchise hauler to provide curbside collection service for the benefit of the community. Since then, the group meets at a frequency set by demand to share resources and work collaboratively towards common goals and meet regulations. The Committee does not make decisions, rather, staff members recommend actions for the MRWMD Board or their elected bodies to take action.

DISCUSSION

The TAC met on Wednesday, December 15, 2021, virtually via Zoom. Items discussed include:

1. Status of Ordinance Schedule & Process – Member jurisdictions gave updates on their progress.
2. Discussed approach to CalRecycle’s SB 1383 Local Assistance Grant Program – Recently, CalRecycle announced grant funding available for jurisdictions and special districts who provide solid waste collection services. The District has offered to submit a single grant application on behalf of its member jurisdictions who choose, and with direction as to project specifics. A subgroup was formed to recommend a project scope for a regional application to be submitted by the District.
3. Update on SB 1383 Education Materials – MRWMD staff gave an update on public education outreach materials and efforts to-date.

SB 1383 Implementation Update: As of January 1, 2022, residential customers are now encouraged to place food scraps in their green carts along with their yard trimmings. Commercial customers who are not already diverting food scraps as a part of the existing Organics to Energy program will also be encouraged to participate.

The District has supplied judications and haulers with public education materials for residential customers so that program information is consistent. In addition, the District is hosting more detailed information on our website, including an informative FAQ with tips and tricks. Thus far the program has received a good amount of media attention in TV, print and on social media. Stories have appeared in the following media outlets: KSBW, KION, Monterey County Herald, Monterey County Weekly, Carmel Pine Cone, and Edible Monterey Bay. Direct mail and paid media campaigns are also being developed to further outreach efforts and capitalize on the existing buzz generated by the new law.

According to our commercial composter, Keith Day Company, the inclusion of food scraps in the stream has been minimal, but that is to be expected as the program is in its first weeks.

As this law is multi-faceted, other aspects of the law are still in the development stage.

According to consultant, Rob Hilton from HF&H, who oversees many jurisdictions compliance with the law, Monterey County jurisdictions are ahead of the curve in implementing SB 1383 with our existing infrastructure and coordination in program development and education across the County. There are many programs across the State that have yet to implement SB 1383 or have less regional coordination, which is leading to customer confusion.

FINANCIAL IMPACT

None

CONCLUSION

The TAC will continue to meet monthly and staff members will make recommendations to the boards they serve for action as needed.