



DATE: November 9, 2020

TO: Council Sustainability Committee

FROM: Director of Public Works

SUBJECT: StopWaste Priorities for 2021-2023

RECOMMENDATION

That the Council Sustainability Committee (CSC) reviews and comments on this report.

SUMMARY

StopWaste engages in priority setting every other year to inform their budget development, resource allocation, external fund-seeking efforts, and program selection and design for a two-year period. StopWaste will seek adoption of a new set of two-year priorities at their December 2020 meeting. This report presents StopWaste's current priorities as well as potential new priorities for the Committee's consideration.

BACKGROUND

The City of Hayward has a history of working with StopWaste and its member jurisdictions to accomplish a variety of programs targeted at reducing waste sent to the landfill and reducing greenhouse gas emissions. StopWaste is a joint powers agency governed by the Alameda County Waste Management Authority (WMA), the Alameda County Source Reduction and Recycling Board, and the Alameda County Energy Council. Councilmember Zermeno is Hayward's representative and Councilmember Lamnin is Hayward's alternate on all three Boards. StopWaste has previously had two sets of priorities, one for the Waste Management Authority and Recycling Board and another for the Energy Council. Starting in 2020, StopWaste has combined the two sets of goals, creating one set of priorities that reflect the full scope of StopWaste's work, including materials management efforts and advancing clean energy solutions. The currently adopted priorities are provided below.

Energy Council – The Energy Council adopted the following priorities for 2018-2020. These program priorities have guided StopWaste to secure grant funding and focus on program activities within each priority.

- Building efficiency
 - Reducing barriers to investment in energy efficiency in multifamily buildings
- Electrification
 - Catalyzing the residential heat pump water heater market

- Grid solutions
 - Coordinating with East Bay Community Energy on program targeting
- Member agency services
 - Assisting member agencies with climate action plan implementation
- Zero net carbon
 - Advocating for consideration of embodied carbon in energy programs

Waste Management Authority and Recycling Board – Starting in 2016, the WMA and Recycling Board began setting priorities together. They adopted the following priorities for 2018-2020.

- Emphasize waste prevention over management of discards.
- Organics, as the largest remaining portion of the waste stream going to landfill, will continue to be an emphasis for the next two years.
- Only consider mandatory measures that go through a comprehensive resource analysis or are mandated by the State.
- Prioritize waste reduction and prevention projects that have beneficial climate impacts.
- Explore innovative and experimental approaches that may be leveraged by member agencies.
- Emphasize project implementation and collect data only as needed to make informed decisions.
- Coordinate and collaborate with local public agencies to avoid duplication of efforts and prioritize efforts that leverage and enhance what member agencies can do independently.
- Ensure the flexibility to add new projects and cut back on existing projects when appropriate.

DISCUSSION

To set the stage for the 2020 priority-setting process and provide a framework for establishing an updated set of StopWaste priorities, StopWaste staff drafted a set of objectives for the StopWaste Board to consider at its meeting on September 23, 2020.¹ According to the Board report, the 2021-2023 Agency priorities should:

- Emphasize upstream, systemic solutions that reflect the full scope of StopWaste's work, including waste reduction and clean energy efforts.
- Integrate the pursuit of racial and social equity into operations and programs.
- Provide a framework to reorient programs in light of challenges resulting from the COVID-19 pandemic.
- Set a positive, forward-thinking direction that inspires staff and member agencies.
- Increase the Agency's capacity to evaluate and communicate the results of its work, and to re-imagine our collective efforts to achieve next-level results.
- Provide actionable guidance on how to prioritize Agency spending, consistent with guiding documents such as the County Integrated Waste Management Plan and Recycling Plan.

¹ <https://www.stopwaste.org/about-stopwaste/events/wma-energy-council-2020-09-23>

At the Board meeting on September 23, 2020, there was limited discussion from Board members regarding the priority-setting process. StopWaste staff emphasized that much of the low hanging fruit has been picked and a goal of these new priorities is to reimagine ways cities can divert waste and implement clean energy solutions.

The next steps for StopWaste are to continue discussions with StopWaste staff, StopWaste Board members, and staff from member jurisdictions. These discussions will take place throughout October and November. Staff will update the Committee with any new information that is a result from these conversations verbally at the November 9, 2020 meeting. StopWaste will be wrapping up and finalizing the new 2021-2023 priorities in December.

Updated draft priorities that will be considered by the StopWaste Board are not yet available. Based on discussions at recent staff-level meetings, the WMA's Technical Advisory Committee and the Energy Council's Technical Advisory Group, there are some issues that will likely be presented to the Board as potential priorities for the next two years (2021-2023). Potential items for discussion are listed below and ranked by staff based on alignment with the City's goals and priorities:

1. Assistance with local, state, and federal legislation compliance, including:
 - a. Mandatory Recycling Ordinance;
 - b. Plastic Bag Ban;
 - c. SB 1383 (Short Lived Climate Pollutant Act).
2. Member agency services, including:
 - a. Climate Action Planning
 - b. Greenhouse Gas Emission accounting
3. Food Waste Reduction – aimed to reduce wasted food generated in food service, households, and schools by providing training and technical assistance, media and outreach, food-saving tools, and food waste reduction grants.
4. Electrification of buildings and vehicles
5. Reimagining reduction of single-use packaging – packaging presents both a source of contamination in recycling streams (thereby creating marketing challenges) and an opportunity to use recyclable commodities.
 - a. Reusable pilot projects
 - b. Reusable Food Ware policy
6. Building efficiency and embodied carbon
7. Landfill Obsolescence – landfills become obsolete as a means of managing materials, replaced by:
 - a. Circular material flows that minimize the use of non-renewable resources.
 - b. Elimination of landfill waste through redesign of products and systems.
 - c. Effective recovery of materials.

8. Carbon-farming (method of applying compost on landscapes, gardens, as well as range and park lands, enhances the ability of plants to capture carbon from the air and store it in the soil.)
9. Resources for Upstream Projects Grants Program funds to non-profit and other organizations in the categories of:
 - a. Reuse and repair;
 - b. Food waste prevention;
 - c. Waste prevention equipment;
 - d. Community outreach grants.
10. Green Business support

Staff would appreciate direction from the Committee regarding the above ranking and if there should be additional topics considered.

ECONOMIC IMPACT

There is no economic impact associated with the adoption of StopWaste's priorities and Hayward's input regarding those priorities. Individual programs in which the City may participate typically do have some economic impacts and will be evaluated as the City's participation is contemplated.

FISCAL IMPACT

There is no fiscal impact associated with the adoption of StopWaste's priorities and Hayward's input regarding those priorities. Individual programs in which the City may participate typically do have some fiscal impacts and will be evaluated as the City's participation is contemplated.

STRATEGIC ROADMAP

This agenda item supports the Strategic Priority of Combat Climate Change. This item is not specifically related to a project identified in the Strategic Roadmap. However, depending on the priorities StopWaste adopts, this agenda item could support projects identified in the Strategic Roadmap, such as:

- Project 1: Reduce dependency on fossil fuels
- Project 2: Work with EBCE to transition citywide electricity use to 100% carbon free
- Project 4: Adopt & implement 2030 GHG Goal & Roadmap
- Project 5: Work with StopWaste to promote a Circular Economy and Explore Regulation of Single Use Products

SUSTAINABILITY FEATURES

Hayward's partnership with StopWaste is critical to accomplishing the City's goals related to solid waste diversion and reduction of greenhouse gas emissions identified in the City's Climate Action Plan. StopWaste supports and/or manages a variety of programs that

directly support the City's sustainability initiatives. Actions associated with these priorities will result in cleaner air for Hayward residents and for the region.

NEXT STEPS

Staff will review the Committee's comments on StopWaste's priorities with the City's representative, Councilmember Zermeño, prior to the StopWaste Board meetings in fall of 2020.

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Recommended by: Alex Ameri, Director of Public Works

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', is positioned above a horizontal line.

Kelly McAdoo, City Manager