



NORTHERN CALIFORNIA RECYCLING ASSOCIATION

Program for the 24th Annual Recycling Update March 19, 2019 at the Freight & Salvage Auditorium in Berkeley, California

8:00 a.m. Registration Opens

8:30 a.m. RU 24 Introduction: David Krueger, NCRA President

Gina Lee, Founder, Circular CoLab, “Circular Economy, Circular Solutions” - Gina will provide an overview of the guiding principles of the Circular Economy and highlight innovative American businesses and organizations that have already built circular solutions. The presentation will also include trends and challenges facing the development of the Circular Economy here in the US and provide some ideas for moving forward.

Patrick Hayes, Recycling Specialist, City of Oakland, “Oakland C&D NEF” - Patrick will outline the highlights of Oakland’s C&D non-exclusive franchise system.

Joshua Perez-Cramer, Operator, Independent Recycling Services, “The Ins and Outs of C&D Regulations” - Joshua will be discussing experiences working with different departments and jurisdictions; the pro’s & con’s with C&D Regulations and working with several departments; hauling vs. processing- source separation; education and community outreach; and the importance of 3rd party verification.

Teresa Montgomery, Sustainability Manager, South San Francisco Scavenger Company, “Using Magic to Clean up Commercial Organics” – During the summer of 2017, Blue Line Transfer added a Scott Turbo Separator to its arsenal of processing equipment. Loads of commercial waste containing a high volume of food scraps, food-soiled paper, and plastic & bioplastic bags are directed to the Scott and magically transformed. A significant amount of material previously sorted manually, sent out for processing, or hauled directly to landfill is recovered for on-site anaerobic digestion. The magic “salsa” created by the Scott allows Blue Line to landfill less, digest more, and increase gas production for their CNG fleet. Win. Win. Win.

Steven Sherman, Principal, Steven Sherman Consulting, “Picking Plastics in Paradise: Using Citizen Scientists to Characterize Marine-Borne Plastics in Indonesia” - Steven Sherman participated in a citizen science-based initiative, led by the non-profit organization 5 Gyres, to document and characterize plastics in the marine and coastal environment in Indonesia. This presentation addresses the waste characterization methods employed and results found.

Roland Geyer, Professor, UCSB Bren School of Environmental Science and Management, “Making Recycling Work” – Reuse and recycling have the potential to significantly reduce the environmental impacts of industrial production, but suffer from widespread misunderstandings and have so far fallen short of their promise. This presentation will discuss how common misconceptions about recycling have been preventing it from reaching its full environmental potential and explore strategies to change this.

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Jennifer Arbuckle, Recycling and Public Education Manager, Northern Recycling and Waste Services, “Materials Management at the Camp Fire” - Jennifer will highlight the statistics and various situations resulting from the unprecedented disaster of the Camp fire.

10:15 Break

Martin Bourque, Executive Director, Ecology Center - Martin will discuss the recently passed Single-Use Foodware and Litter Reduction Ordinance in Berkeley.

Julie Muir, Zero Waste Manager, Peninsula Sanitary Service/Stanford Recycling, “Tailgating Zero Waste at the Stanford Stadium” – As Stanford University moves towards its goal of Zero Waste by 2030, Stanford’s Department of Athletics, Physical Education, and Recreation (DAPER) has focused on the adoption of new Zero Waste initiatives to further its commitment to sustainability. This presentation will present the opportunities and challenges of supporting sustainable tailgating including using new dumpster trailers, green tailgate checklist, and fan engagement. Stanford won the Most Improvement award in 2017 from the PAC 12 Conference’s Zero Waste Bowl for its expanded tailgate recycling and composting initiatives.

Nate Stein, CEO, PS Creations LLC - Nate will discuss Platescape’s journey and how it can influence California.

Peter Schultze-Allen, CPSWQ, QSP/QSD, BFQP, LEED AP, “Building Design with Zero Waste in Mind” - The design of buildings has a large impact on the levels of waste and litter generated during operation. Mr. Schultze-Allen will present a summary of findings from a recent Bay Area report on designing buildings to meet stormwater and zero waste goals.

Maricelle Cardenas, Community Outreach and Education Specialist, StopWaste and Jeanne Nader Program Manager, StopWaste, “SWEET – StopWaste Environmental Educator Training” - StopWaste staff, Jeanne Nader and Maricelle Cardenas, will present the story of SWEET – an innovative and nimble train the trainer model that certifies Alameda County residents as environmental educators and community connectors. Jeanne will provide an overview of the SWEET training goals and nuts and bolts. Maricelle will share how StopWaste and SWEET grads have leveraged the Food Waste Reduction program focus into community outreach, education and mobilization opportunities.

Kristin DiLallo Sherrill, Chief Marketing Consultant for California Electronic Asset Recovery, Inc. (CEAR) - Kristin will discuss the myriad of challenges relative to recycling lithium batteries.

Doug Kobold, Executive Director, California Product Stewardship Council, “Updates for Senate Bill 212 & DHCS Grant” - With the passage of SB 212 (Jackson, 2018), California will have safe, free, and convenient unused/unwanted medicine disposal options in every county in just a few short years. SB 212 also creates a requirement for safe return containers to be distributed free of charge with every sharp/needle sold. This presentation will cover the important features of SB 212, an update on the ensuing regulations drafting process, a rough timeline for the roll-out of the statewide program, and other pertinent information.

12:15 p.m. Lunch

Susan Robinson, Senior Director of Policy and Sustainability, Waste Management, “WM, Materials Management, and the Environment” - Over the past three years, using US EPA’s Facts and Figures tonnage data, WM’s national average cost information, and EPA’s WARM tool, WM created a GHG abatement curve for the solid waste and recycling industry. More recently, WM used updated pricing and tonnage information to focus on the recyclables processed at single-stream MRFs to understand the environmental impacts and cost of the materials that we manage. The goal for this exercise was to understand how WM might prioritize its efforts for maximum environmental benefits, and at what cost.

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Brennan Madden, Senior Consultant, RRS

Jerame Renteria, Organics Marketing Specialist, Zanker Road Resource Management, “Advanced C&D Operating System” - Silicon Valley is known as the land of innovation when it comes to computers and information technology, but few people know that it is also the land of recycling innovation. Case in point: Zanker Recycling’s newest operation, the Advanced C&D Processing System which is using AI technology to sort C&D debris into marketable commodities. Robots are the driving force of this advancement which will lead the C&D world to its next level.

Jen Jackson, Toxics Reduction & Healthy Ecosystems Programs Manager, San Francisco Department of the Environment, “Fighting Fluorinated Chemicals in SF” - Fluorinated chemicals are a class of more than 5000 chemicals that are persistent and some have been shown to harm human health. The City of San Francisco is tackling the myriad uses of these persistent organic pollutants, including in food service ware, carpet, furniture, and firefighting foam.

Dr. Molly Morse, CEO, and co-founder of Mango Materials, “Next Generation BioPolymers” - Molly will be talking about next generation biopolymers and their potential for addressing closed-loop carbon cycles.

2:15 Break

Timothy Bouldry, Director, ISWA Scholarship Programme, “ISWA Scholarship Programme” - Timothy Bouldry will be presenting The ISWA Scholarship Programme that is providing education for 70 youths and parents who are transitioning from a life of informal recycling at a dumpsite in Nicaragua, to education and planning their future. Human rights injustices will also be discussed, along with how politics and corruption affect municipal waste.

Rodrigo Sabatini, Roberto Sabatini, President, Environmental Novociclo S.A., “Zero Waste Updates from Brazil” - Rodrigo will share the development underway in Brazil’s zero waste communities.

James Green, Founder, FixmyKix - James will discuss high-fashion shoe refurbishment.

Kournii Brown, Founder, Common Compost, “The Ins and Outs of Community Composting” - Community composting is an important facet of a diverse composting infrastructure and provides education to help catalyze larger scale municipal efforts. Kournii Brown will address what policymakers and stakeholders can do to support community-scale composting efforts in terms of identifying legislative definitions, best management practices, and regulatory exemptions that standardize and ensure well-operated community composting sites.

Rob Hilton, President, HF&H Consultants, “It’s Not As Scary As You Thought: How to Start Implementing SB 1383 Programs” - SB 1383 is being described as the biggest legislative milestone since the adoption of AB 939. Many jurisdictions across the state (particularly ones without organics collection programs) are anxiously anticipating the final adoptions of SB 1383, but *implementing* SB 1383 may not be as bad as they think. This presentation will provide a big-picture summary of SB 1383, highlighting requirements that will likely have the biggest impact on local jurisdictions, describe practical steps local jurisdictions can do now to ensure their agencies are SB 1383-compliant, and spotlight local governments that have recently adopted or modified franchise agreements to meet SB 1383 requirements.

Roxanne Murray, Recycling Programs Coordinator, City of San Mateo and **Ron Kasper**, Recycling Coordinator, City of San Mateo, “Illegal Dumping in San Mateo” - Ron and Roxanne’s presentation will highlight the efforts to reduce illegal dumping over the past few years in our City. Due to these efforts, we have reduced the number of times the City has had to take responsibility for the removal of illegal dumping by close to 50%.

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Lisa Duba, Principal, Gigantic Idea Studio, “Outreach Campaigns to Combat Curbside Contamination” - Global markets require recycling feedstocks that are significantly cleaner than what’s typically collected curbside in the blue cart. Municipalities are responding with outreach to address wish-cycling and proper preparation of recyclables. Stefanie will share two campaigns created for two Bay Area cities.

Robin Franz Martin, Executive Director, Joint Venture Silicon Valley, “A La Carte: New Spin on Meals on Wheels” - Robin will discuss A La Carte, a fleet of refrigerated food trucks that resemble their trendy food truck cousins, but without cooking and washing facilities. Every day the trucks collect surplus edible food from university and corporate campuses and drive directly into neighborhoods where a high concentration of people living with daily food insecurity can have a normal, dignified experience as they select meals free of charge. To alleviate any barriers, no personal information is gathered.

4:15 p.m. Closing Re-cap Recycling Update 24

4:30 p.m. Green Drinks at Spat’s (1974 Shattuck Ave, Berkeley)

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