

# RECYCLING UPDATE



March 11, 2024, 8 AM - 4:30 PM Pacific | Hybrid  
Freight & Salvage 2020 Addison St. Berkeley, CA

## 2024 Recycling Update Detailed Program

*In Alphabetical Order by Last Name*



Timothy Burroughs is Executive Director of StopWaste, also known as the Alameda County Waste Management Authority. StopWaste is a government agency that works with local jurisdictions, schools, nonprofits and businesses to advance sustainability in Alameda County. Timothy has 18 years of experience working within public, community-serving agencies, including serving as Director of the Department of Planning & Development at the City of Berkeley and overseeing Berkeley's climate action programs.

### Presentation:

Understanding SB 54, California's new law to prevent pollution from packaging and plastic foodware

SB 54 is the most comprehensive legislation to date designed to reduce the volume of single use plastic packaging and foodware entering our communities, while also requiring that 100% of all single use packaging is recyclable or compostable by 2032. And the funds needed to implement the law are to be paid by the producers of single use packaging, rather than by local jurisdictions and ratepayers. The law creates immense positive potential to accelerate a shift in how our society produces and manages packaging material from a wasteful, linear model to a circular one in which we slow the flow of materials entering the economy, keep materials in circulation through reuse, refill, and recycling, and clean up the plastic pollution mess that's already been created. This presentation will examine the positive potential of the law for our communities while also lifting up key opportunities for stakeholders to engage and mobilize around to ensure the law's potential is met.



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Sheila Davis is the GAIA US/Canada Coordinator for EV battery Strategy and Advocacy. Davis has extensive experience with research and policy advocacy on topics related to electronics waste, international waste trade, environmental standards development and community economic development. Davis spearheaded the first e-waste curbside collection programs in the US, and founded the Solar Scorecard, a research and advocacy group committed to promoting health and environmental justice in the rapidly expanding renewable energy sector.

Her e-waste recycling, research, and policy advocacy led to the successful ban on hazardous electronic waste from California landfills and the subsequent passage of the first electronic recycling legislation in the nation. Davis holds a Bachelor's Degree from the University of California and has served as a research analyst, journalist, state legislative aide, community development specialist and non profit organization executive director.

## Presentation: An Environmental Justice Agenda for Batteries

The explosive growth of electric vehicles (EVs) is an important solution to climate change. It's clear that a proactive approach is needed to prevent a deluge of toxic EV batteries waste, from preventing false "recycling" solutions of burning EV batteries, to preventing waste colonialism (waste dumping), to influencing the rapidly changing design of EV batteries and battery components. This presentation will share what GAIA has learned in the past year of working with grassroots members and partner organizations around the world about the environmental justice impacts of electric vehicles battery waste, and the enormous opportunities to power a just and equitable energy transition, such as extending the life and applications of batteries through design, facilitating repair, reuse, and remanufacturing.



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Andrea DeLeon is a Program Manager at the City of San Diego, Environmental Services Department. She oversees San Diego's collection services for residential customers, and led the implementation of SB 1383 residential organic waste recycling collection and citywide marketing campaign. Andrea has been in the zero waste industry for 14 years and previously worked at the San Francisco Department of the Environment and Cascadia Consulting Group.

## Presentation: Greening a City: Implementing an Engaging and Equitable Organic Waste Recycling Marketing Campaign

Effective customer engagement goes beyond just collecting the right containers and requires dynamic promotion building and ongoing education and outreach. Join the City of San Diego, Environmental Services Department as we share our outreach methods and lessons learned from delivering organic waste recycling messaging in the diverse city of San Diego. This includes our citywide marketing campaign that was designed to reach audiences through digital and printed methods, improved accessibility by having materials in four different languages, distribution based on green bin delivery plans, and boots on the ground community engagement efforts.



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Xenia Dolovova, Founder and Director of Furniture Repair Bank is a visionary leader dedicated to tackling furniture waste and promoting equitable access. After a decade in business and marketing across Europe and the Middle East, she pivoted her career in 2019 to address waste issues at Zero Waste Washington, where Xenia's commitment to sustainability shone through as she spearheaded research, community, and innovation initiatives before founding the first-in-the-nation Furniture Repair Bank, fostering a community of mighty, courageous, and empathic individuals.



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Presentation: Why, What, and How of Furniture Repair Bank

Embark on a journey with Furniture Repair Bank, a unique non-profit effort at the intersection of sustainability, community, and equity. Discover how we rescue furniture, engage volunteers in scalable repairs, and donate to those in need. As the pioneering organization with this transformative mission, explore the 'Why,' 'What,' and 'How' behind our efforts, along with key lessons learned. Join us in envisioning a future free from furniture waste, where repair skills thrive, and vulnerable households have access to quality furniture.



[Connect with Xenia on LinkedIn!](#)



Marria Evbuoma (she/her, we/us) is a mom, zero waste advocate, and educator currently living in Huichin Ohlone land (Oakland, CA). She founded Rotation Community Services in 2022 to offer intersectional, equity-focused zero waste guidance, education, and resources in order to help dismantle the systems and traditions that harm individuals, communities, and our planet. Her former lives as an Early Childhood Educator, yoga therapist, assistant property manager, a door person at bars and other adventures, help inform her understanding of her work.

Marria served on the San Francisco Public Utilities Commission's Citizen Advisory Committee (SFPUC-CAC) and received a commendation from the SF Board of Supervisors for her environmental and social justice work during the pandemic. Most recently, she completed the StopWaste Environmental Educator Training fellowship on behalf of the Laurel Community Garden, which she manages in the City of Oakland. When she's not literally talking trash, she enjoys writing, gardening, hula hooping, and making plant potions.

Presentation:

The Path Toward Zero Waste: Intersectionality, Radical Inclusivity, Mutual Aid, & Harm Reduction

As we face our new climate reality, we must look to models created by underrepresented and oppressed people if we wish to live in a future where all are able to fare well.



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Rebecca moved more than 30 times before she came to the Bay in 1996, after college in the midwest. She knocked around as a low-paid, high-minded do-gooder for a decade before discovering Recycling as a vehicle to reach the goal of helping others and helping her bank account. A decade at the Davis Street Transfer Station, explaining everything that happens after the curb to a wide audience from college students to EPA regulators contributed to a wide view of a variety of waste-reduction technologies, programs and processes. NCRA was the gateway drug to this career and continues to enable her to stretch herself, even in retirement.

Presentation: Showing up for yourself & these organizations

NCRA, CRRRA, NRC, ZWUSA... pick your cause, find your people. Bring a piece of yourself to these organizations. For yourself right now. For your future self. For your career. For your organization. For your community.



[Connect with Rebecca on LinkedIn!](#)



Emi LaFountain is a Sustainability Integration Manager at Turner Construction, focused on turning sustainability best practices into standard practices. Aside from having started her career in field operations and cost management, she has also held corporate positions as Turner's Embodied Carbon Program Manager and Jobsite Carbon Program Manager, where she worked to define the contractor's role in standardizing jobsite sustainability practices. Emi was a founding member of the Bay Area Sustainable Construction Leaders group and is a graduate student at the University of Cambridge studying corporate sustainability.

Presentation: 10 Tips on Meaningfully Reducing Construction & Demolition Waste

Construction & Demolition (C&D) waste constitutes roughly 50% of all waste generated in the SF Bay Area. In the age of commingled bins, what can realistically be done to reduce this number? This session gives both a primer on how C&D waste is currently managed in Northern California as well as guidance on how General Contractors can manage their job sites to maximize diversion from landfill.



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Nick is CAW's Director of Advocacy and has been with the organization since 2007. In that time, Nick has led CAW's team of advocates in campaigns to pass groundbreaking laws that have positioned California as a global leader in reducing and recovering waste. By building strong coalitions, he has helped enact policies to reduce the impacts of climate change, recover organic wastes, reduce plastic pollution, and develop sustainable markets for recyclable materials.

Nick also engages in policy development and research, representing CAW on a variety of boards, commissions, taskforces, and coalitions. Nick has led CAW's efforts to establish a Right To Repair in California, co-sponsoring four bills over five years, culminating in the passage of Senator Susan Eggman's SB 244 in 2023.

## Presentation: SB-244: Right to Repair Update

This past fall, Governor Newsom signed SB 244, the nation's farthest-reaching "Right to Repair" law after a multi-year campaign. CAW's Nick Lapis will discuss what Right to Repair means and how a coalition of environmental advocates, consumer groups, and repair activists were able to partner with Senator Susan Eggman to overcome the opposition of the state's biggest corporations.



Tina Swanson has over 20 years experience in Sales and Marketing, Customer Experience and Process Improvement (Six Sigma). Prior to joining r.World, she led Sales, Marketing, Sales enablement, and Customer Experience teams for General Electric, Ceridian, Restaurant Technologies. She has a passion for expanding the value that we bring to Customers every day through process rigor, exceptional service and quality products.



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## Presentation:

Building the Reuse Infrastructure in San Francisco ... And Across the Nation

The easiest and best way to reduce single-use waste is reuse, and r.World is leading the way. Learn how r.World is working with cities to build the needed infrastructure for reuse at scale, the importance of collaboration, challenges and lessons learned, inspiring local case studies, and how to work together to accelerate the reuse economy across San Francisco. Join the movement.



[Follow Tina on LinkedIn!](#)



John Katz is the Manager of the Zero Waste Section in the Land, Chemicals and Redevelopment Division at EPA Region 9. His group implements grants and innovative programs in the areas of pollution prevention, zero waste, sustainable materials management, and tribal solid waste. He has worked at EPA for more than 25 years, in programs focused on business sustainability, chemical policy, national and international standards, environmentally preferable purchasing, and voluntary programs. Prior to EPA he worked in state land use planning, public interest law, and environmental advocacy.

## Presentation:

U.S. EPA's BIG Funding Opportunities for Zero Waste & Environmental Justice Projects

EPA has billions of dollars in new Environmental Justice, Climate, Solid Waste Infrastructure for Recycling and Pollution Prevention grant funding for community groups, tribes, and government agencies to advance Zero Waste. Learn about a funded CalRecycle project to develop a rural Zero Waste Plan, upcoming funding opportunities, and the federal government's Justice40 initiative ensuring at least 40% -- and often much more -- is directed to communities in disadvantaged and underserved Census Tracts.

## One sentence teaser:

Find out about federal funding connecting recycling to climate action and environmental justice!



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Zoe Heller was appointed CalRecycle's Deputy Director of the Division of the Circular Economy in May 2023, after serving as the department's Deputy Director of Materials Management and Local Assistance, and Assistant Director for Policy Development. Before joining CalRecycle in 2017, Ms. Heller worked at the U.S. EPA's Pacific Southwest Office for more than 10 years, including management of the Zero Waste section, and in other roles. From 2004 to 2006, Ms. Heller was a research and policy analyst at the Center for Neighborhood Technology in Chicago, Illinois. Ms. Heller holds a Bachelor of Arts in Environmental Policy from Eckerd College in St. Petersburg, Florida, and a Master of Public Administration from Roosevelt University in Chicago, Illinois.

## Presentation: Building California's Circular Economy

A circular economy for all materials is California's roadmap to a zero-waste future. California is driving policy and implementing reforms to reduce waste and expand recycling and remanufacturing infrastructure across the state.



[Follow Zoe on LinkedIn!](#)



Jack Macy is the Zero Waste Program Manager for the San Francisco Environment Department and oversees the City's zero waste staff and pursuit of the city's zero waste commitments. He has more than 36 years of experience in developing and managing innovative model composting, recycling and other zero waste policies and programs at the local and state level, including development of the first large scale US urban food composting program and many zero waste policies and strategies.

He has long served on the boards of the California Organics Recycling Council (CORC) and GAIA, and has helped a wide variety of jurisdictions and organizations advance toward zero waste.



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Presentation: San Francisco's Organics Strategies Toward Zero Waste

San Francisco has been implementing strategies for organics recovery for many years including mandatory food, yard trimming and soiled fiber composting collection from all sectors and growing edible food recovery infrastructure. An overview of these strategies in the context of San Francisco's zero waste policy and climate action plan, along with some key results and where the city is headed, including the need to recover organics from trash, to achieve its goals will be presented.



[Follow Jack on LinkedIn!](#)



As Associate Director of Zero Waste Systems at Stanford University, Julie Muir oversees waste operations and leads the develop of zero waste strategies in the Climate Action Plan and the implementation of the Zero Waste Plan to meet the University's goal of Zero Waste by 2030. She enjoys using her 30 years of experience in the waste industry to work with students and the campus community on waste reduction and educating on the connection between zero waste, sustainable materials management, the circular economy, and climate change.

Presentation:

Leveraging SB 1383 and Climate Action Planning to Create a Wasteless Community

The Office of Sustainability at Stanford has a vision to establish a wasteless community that takes a holistic systems approach to advance zero waste culture and waste justice. We are incorporating zero waste and waste justice into climate action planning and leveraging SB 1383 to understand the motivations and barriers driving waste sorting behavior. Learn how we are developing solutions by leveraging data, standards, technology, and social science to establish a zero waste system and inspire culture change.



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Kish Rajan is the forward-thinking, data-driven, and tech-minded CEO at Mt. Diablo Resource Recovery. Equipped with a J.D. from Golden Gate University and a B.A. from UC Berkeley, Kish is adept at solving big problems, increasing efficiencies, and gaining consensus across disparate constituencies to get the highest impact projects done. Under Kish's leadership and guided by a philosophy called Community Resource Optimization, MDRR diverts organic waste and useful commodities away from the landfill and elevates the value of discarded materials through Reuse and other programs.

## Presentation: Partnering with RecycleSmart on Reuse

By embracing innovation, operational excellence, and sustainability, Concord based Mt. Diablo Resource Recovery (MDRR) has differentiated itself as a leader in the environmental services industry. Going well beyond the essential garbage, recycling, and organics services the company provides, MDRR increases the value of every material stream it collects and processes. They call this philosophy Community Resource Optimization, and reuse is one of its most critical components. Through its partnership with RecycleSmart, the power of MDRR's reuse program is evident in the numbers. Last year alone, the company recovered reusable items from 37,000 households, rehomed 165,000+ pounds of books, and redistributed more than 2 million pounds of donatable items that would otherwise have ended up in the landfill. MDRR's CEO Kish Rajan will share his unique perspective on what makes the company's reuse program so successful and why adopting a circular economy is crucial to combatting the climate crisis.



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Last Chance Mercantile, located at the ReGen Monterey landfill, has served as a model for waste diversion and reuse for decades. Veterans Transition Center of CA, a non-profit serving homeless and previously incarcerated vets, took over operations of the store and salvage yard in 2021, creating a unique partnership. Freya Read will present an overview of the history of LCM, its operations, structure, performance, and key lessons she has learned in the past three years as manager of Last Chance. Her goal is to present information which others can use to create or modify similar reuse hubs in their communities.

Presentation: Last Chance Mercantile

Freya Read is Manager of Last Chance Mercantile, a reuse store with an 8,000 square-foot warehouse and 2 acre salvage yard, located on the campus of the Monterey County ReGen waste management facility. A designer by training and an entrepreneur by inclination, Freya oversaw Last Chance's relaunch in 2022 following a COVID shutdown. She manages a team of 14, including two veterans. Profits from LCM support the Veteran's Transition Center of California, a nonprofit supporting homeless and previously incarcerated veterans.

 [Follow Freya on LinkedIn!](#)



Courtney Scott is the Household Hazardous Waste Program Manager for Zero Waste Sonoma. She started working on HHW in San Rafael in 2011 and has been with Zero Waste Sonoma since 2016 where she has worked on a range of projects including disaster cleanups, treated wood waste, solar panels, and developing a new HHW facility.



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## Presentation: Solar Panel Collection Pilot Program

Zero Waste Sonoma received a grant from CalRecycle to host residential solar panel collection events. This presentation will discuss the hypothesis and results of the events, provide operation details, and explore how Zero Waste Sonoma might implement a permanent program.



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Chris Slafter is a Senior Sustainability Specialist with the County of San Mateo's Office of Sustainability where he leads the countywide effort to provide outreach and technical support to food facilities affected by the Disposable Foodware Ordinance. Prior to his work with the County, Chris spent five years with California Clean Water Action's ReThink Disposable program where he provided direct, one-to-one consultation services to food facility owners who wished to replace the use of single-use foodware items with reusable items.

Chris holds a Master of Science in Environmental Management from the University of San Francisco and a Bachelor of Arts in Philosophy from San Jose State University and lives with his wife and two sons in Oakland.

## Presentation:

Foodware Ordinance Implementation Strategies: Lessons and Resources from the County of San Mateo's Outreach Program

The County of San Mateo adopted the Disposable Foodware Ordinance in February 2020 and then embarked on a campaign to support other municipalities in the county that adopted the County's model ordinance. 16 San Mateo County cities adopted the Ordinance, and the County developed the Foodware Aware program to support all affected food facilities with outreach, education, and technical assistance. This presentation will walk you through various resources and best practices that you can use to support your own disposable foodware ordinance.



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Roxanne Spiekerman serves as the Board Chair of the Associations of Plastic Recyclers, a 50 year old coalition of over 300 reclaimers, processors, and product brands that seek to maximize utilization of recycled plastics. Ms. Spiekerman started her career in 2005 at plastic film recycler Roplast Industries, Inc., rising through various roles including General Manager and Executive Vice President. Roplast was acquired in 2021 by PreZero US, which is part of an international waste and recycling company with more than 430 locations globally; Ms. Spiekerman currently serves as Vice President of Public Affairs for PreZero US.

In her roles with APR and PreZero, Roxanne is an industry stakeholder interacting with various state agencies, advising them on plastic packaging and recycling policy from a manufacturing perspective.

## Presentation:

Association of Plastic Recyclers: How we support and propel the plastics recycling chain

APR is a U.S. based, international non-profit trade organization that is focused exclusively on improving recycling for plastics. Our full membership companies purchase and process post-consumer plastic material, preparing it for new uses via mechanical recycling, with defined end markets. Affiliate members -- including retailers, equipment manufacturers, converters, research labs, and others -- also have a direct business stake in recycling post-consumer plastics and support the value chain. The combined total of 300+ APR members work together to make a real difference and a less wasteful world.



[Follow Roxanne on LinkedIn!](#)



As the Organics Program Manager for the Joint Powers Authority (JPA) Zero Waste Sonoma, I lead the countywide implementation of state law Short-lived Climate Pollutants (SB 1383), am involved in the County's efforts to permit and site a new composting facility, organize annual compost giveaway events, and manage several grants related to carbon sequestration and food recovery, among other responsibilities. Before I joined the compost industry, I earned a BS in Ecology, Evolution, and Behavior from the University of Minnesota. My senior research project involved studying the mating behaviors of crickets!



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## Presentation:

Solutions to satisfying SB 1383 procurement requirements

In Sonoma County where the economy is heavily agricultural and there is a mature compost market, Zero Waste Sonoma and our member jurisdictions must find innovative solutions to meet SB 1383 procurement targets while keeping costs low and minimizing competition for limited supply of finished compost. Through a variety of funding sources, we are able to increase local carbon sequestration, promote the benefits of compost to all sectors, and create education to address contamination concerns.



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Born and raised in her ancestral village of Huchiun, Cheyenne is a Tribal member of the Confederated Villages of Lisjan Nation. She has been working in the Native community all her life. She has worked with the youth, helped with organizing events, protesting for native/human rights, and advocated for native families in the East Bay. While on the land she brings along her children. She continues to build relationships, strengthen her Tribal traditions, tends to the land, and prepares emergency hubs.

## Presentation: Himmetka: In One Place, Together

Sogorea Te' has created our first Himmetka in East Oakland, a culturally based emergency response hub. Named with the Chochenyo word for "in one place, together," our Lisjan Himmetka includes a ceremonial space, food and medicine gardens, water catchment, filtration, and storage, first-aid supplies, tools, and a seed saving library. With three more throughout the East Bay, these hubs will provide essential, culturally relevant, resilience and survival support to our communities.



[Learn more about The Sogorea Te Land Trust!](#)