

MEMO



Staff Reports
Item #: 8b

Meeting Date: April 19, 2024

To: Board of Directors
From: Director of Communications, Zoë Shoats
Approved by: General Manager, Felipe Melchor

Subject: TAC / SB 1383 Update

Recommendation

Information only.

Background

The Technical Advisory Committee (TAC) is a staff working group comprised of at least one representative from each member jurisdiction ReGen Monterey serves; the three franchise haulers who serve them; and ReGen Monterey staff. The TAC was initially formed to better coordinate ReGen Monterey 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 ReGen Monterey Board and/or their elected bodies to take action.

Discussion

The TAC met on Wednesday, March 13, 2024, virtually via Zoom. Items discussed include:

1. **ReGen Monterey Social Media Presentation** – ReGen Monterey’s social media administrator, Eric Palmer, gave a presentation about our organization’s use of social media to support the brand. He went over the social media platforms ReGen Monterey currently uses (Facebook, Instagram, LinkedIn, Nextdoor, You Tube, and Threads) and how they each support different messaging needs and goals. Eric shared his tips for increased engagement on these platforms and how to measure it.

This presentation was given to the TAC in response to a board member request encouraging ReGen Monterey to share their engaging messaging with our member jurisdictions, so they can in-turn share with their constituents—reaching a broader audience. As ReGen content is being developed almost daily to encourage proper recycling, composting and disposal, these messages and accompanying images can be used by member jurisdiction staff as a “toolkit” that’s ever evolving. Member jurisdiction staff can share on their jurisdiction’s social media page or cut and paste content into

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Let’s not waste this.



newsletters or websites easily. Communications staff hopes this will be a resource moving forward. The presentation was recorded so it could be shared with those unable to be present.

2. **Edible Food Recovery Presentation** – Blue Strike Environmental gave a presentation on the successes of the edible food recovery activities that are being jointly programed between ReGen Monterey and Salinas Valley Recycles on behalf of our member jurisdictions.
3. **SB 1383 Local Assistance Grant Award for Cycle 2 - \$612,849 for ReGen Member Agencies** – ReGen Montrey and contracted grant administrator, Blue Strike Environmental, shared news that ReGen Monterey's member jurisdictions received a total amount of \$612,849 in funding for SB 1383 activities in the second cycle of CalRecycle's Local Assistance Grant Funding.

This cycle's grant funds will focus on four main areas:

- a. **Enforcement** – Development of an enforcement toolkit for member jurisdictions and training development.
 - b. **Food Recovery Organization Capacity Building** – Determining feeding organization's capacity to recover edible food in our county.
 - c. **Edible Food Recovery Education & Outreach** – Continued outreach to tier 1 & 2 edible food generators.
 - d. **Organics Education & Outreach** – Additional education about food scrap diversion to residential, multi-family, commercial, and schools, using various outreach strategies that are in addition to ReGen Monterey and hauler education already being provided.
- **Cycle 1 Extension to November 1, 2024** – ReGen Monterey shared news of CalRecycle's extension of the expenditures period of their Local Assistance Grant cycle 1 from April to November. This is welcome news to spend small amounts of remaining funds for compliance in this calendar year.
4. **HF&H Checklist for GreenWaste Contracts** – HF&H Consultants provides franchise management services to ReGen Montrey's seven member jurisdictions using GreenWaste Recovery for collection. While some of the TAC members were present when the current franchise agreement was developed, there has been a significant turnover in recent years. And as franchise agreements are complex and difficult to navigate, beginning this fiscal year, HF&H's scope was expanded to also provide a checklist and monitoring. They developed an easy-to-use checklist in the form of a searchable spreadsheet to better allow jurisdiction staff to reference their franchise agreement and monitor activities against the agreement. HF&H staff presented their first draft of this spreadsheet and TAC members—both new and seasoned—applauded the resource. Slight modifications were requested to the final product before it becomes available. HF&H will also use this tool to provide contract monitoring services to the member jurisdictions.

**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.]