

# MEMO



## Staff Reports Item #: 9.b

Meeting Date: June 21, 2024

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

**Subject: TAC / SB 1383 Update from May 8, 2024, Meeting**

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### 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, May 8, 2024, virtually via Zoom. Items discussed include:

- 1. ReGen Monterey's 2023 Waste Characterization Study** – A member of ReGen's Engineering team presented results from the 2023 Waste Characterization study—a statistically significant study of materials destined for the landfill—sharing the percentage of recyclables, organics and other materials that should have been diverted by customers curbside. The results give ReGen, the haulers, and member agencies, insight into areas where behavior changes through public education exist.
- 2. ReGen Monterey's 2024 Artist in Residence** – A member of ReGen's Communications team presented on ReGen Monterey's 2024 Artist in Residence program, "Transmute: An Exploration on Duality and Reconstruction" by Melanie Mena and Michael Acevedo. Their artistic works were showcased as was the mission and importance of the program between CSUMB, the Last Chance Mercantile (operated by Veterans Transition Center), and ReGen Monterey.
- 3. Sneak Peek of ReGen Monterey's "Charged Conversations" Battery Video** – A member of ReGen's Communications team shared increased concerns for ReGen's employees

#### Physical Address

14201 Del Monte Blvd.  
Salinas, CA 93908

#### Mailing Address

P.O. Box 1670  
Marina, CA 93933

#### Phone / Fax

831-384-5313 PHONE  
831-384-3567 FAX

#### Web / Social

ReGenMonterey.org  
@ReGenMonterey

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and public infrastructure around improper battery disposal that lead to “smokers,” fires, and “hot loads.” Communication efforts to-date were shared, including delivery through tours, outreach at special events, school outreach, social media, paid radio underwriting, and newspaper articles. The latest effort—a three-minute video produced by ReGen using a professional video production company—was previewed by the TAC before being shared with the public. The video is being shortened to :30 seconds and will be shared through paid advertisements on KSBW and social media. Member jurisdictions were also encouraged to share the video when it becomes available.

4. **GreenWaste Recovery Rate Increases effective July 1, 2024** – Dave Hilton from HF&H provided an update to the rate increase calculations he had previously emailed to member agency staff serviced by GreenWaste Recovery. Member agency staff were able to seek clarification on any questions they had in preparation for scheduling approval with councils.
5. **Scheduling separate council/board approvals as needed for:**
  - **GreenWaste Recovery Rate Increases**
  - **Amendments to Exhibits A & B of the MOU between ReGen Monterey & Member Agencies for SB 1383 Compliance**ReGen Monterey and HF&H reminded staff at member agencies to schedule Council or Board approvals for these items. Member agency staff informed ReGen and HF&H of their progress agendaing approvals.
6. **CalRecycle EAR Questionnaire** – ReGen staff provided notice of a questionnaire ReGen sent to member agency staff with necessary information required for their CalRecycle Electronic Annual Reports that ReGen compiles on their behalf.
7. **Notice: CalRecycle SB 1383 Chat about Enforcement featuring Mallory Pankretz on May 15** – TAC members were notified of a CalRecycle SB 1383 Chat (informational webinar) that featured Mallory Pankretz from the City of Monterey’s Sustainability office. Mallory has been a leader in implementing SB 1383 enforcement techniques for her city and was chosen by CalRecycle to share her approach and learnings statewide.
8. **Meals on Wheels Volunteering May 24** – The TAC’s Edible Food Recovery Subcommittee organized a volunteer opportunity for TAC members to volunteer with Meals on Wheels of the Monterey Peninsula to better understand the dynamics associated with food recovery organizations while also giving back to the community.

#### **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.