

APPENDIX E

September 6 PAC Meeting Minutes



Project Advisory Committee (PAC)

Meeting Minutes

from

Wednesday, September 8, 2004

INTRODUCTIONS:

SWA Team Members in Attendance

Pat Quinn, GreenCycle Project Manager for the Sacramento Regional Solid Waste Authority (SWA)
Jill Sideman, Vice President, CH2M Hill
Michele McCormick, Principal, MMC Communications
Jennifer Tencati, Sr. Account Executive, MMC Communications

PAC Members in Attendance

Bill Gibson, Sacramento Environmental Commission
Paul Gumbinger, Rancho Murieta Association
Wendell Kido, Sacramento Regional County Sanitation District (SRCSD)
Trent Smith, Rosemont Community Association
Don White, Sacramento Cities/County Solid Waste Advisory Committee (SWAC) representing Citrus Heights
Mark White, SWAC representing the City of Sacramento

Handouts:

Agenda
Project Advisory Committee (PAC) Members List
PowerPoint Presentation
Stakeholder Interview Summary
Quick Reference Sheet
Siting Worksheet and Legend

PRESENTATION:

Pat Quinn began the meeting with a PowerPoint presentation (attached). He gave an overview of SWA and the need for this project.

What Is SWA?

Pat shared information about the Sacramento Regional Solid Waste Authority (SWA), which is a joint powers authority of the City of Citrus Heights, the City of Sacramento and the unincorporated area of Sacramento County. He explained that the SWA Board members are elected officials from each jurisdiction, and that the SWA coordinates regional waste management matters.

Why GreenCycle?

Pat explained that the garden refuse residents put out on the street or in a can for collection is the single most important component of local recycling efforts. Currently this residential garden refuse, produced by the City of Citrus Heights, the City of Sacramento and the unincorporated area of Sacramento County, is approximately 200,000 tons per year. The SWA member agencies are looking to commit half of this garden refuse tonnage to the Sacramento GreenCycle project. Recycling this residential garden refuse will help all the SWA member agencies meet the State's 50% recycling mandate.

Why a Local Facility?

Pat reviewed the current practice of shipping local garden refuse out of county for recycling. About half of it goes to Vernalis (southwest of Tracy). He explained that by exporting our green waste, there is the potential that we are exporting a nuisance and that there is no long-term control over cost. Pat clarified that by having a local facility:

- We will be assured that our green waste is actually being recycled. It was noted that in the past our exported green waste was not always recycled properly.
- We will have long-term control over costs.
- It will reduce traffic and air quality impacts.

The Public/Private Partnership

Pat discussed the following elements of the proposed public/private partnership for the new greencycling facility:

- SWA will own the site and the facility operating permits.
- SWA will establish a long-term contract with a private-sector vendor who will operate the facility and market the recycled garden refuse products.

- The public sector is not well suited to manufacturing and selling product. The private sector however is well suited to manufacturing and selling products that meet the needs of the marketplace. The private company operating the GreenCycle facility is expected to bring this marketing/selling expertise to the table.
- Pat was asked if the facility would operate a "scale house" to ensure accurate diversion credits. Pat confirmed that it would.

Example: The third photo in the PowerPoint presentation is of a Placer County facility near Lincoln, off of Athens Rd. Pat explained that this facility is an example of a public/private partnership. The composting operation is performed on a concrete pad. The facility recycles residential garden refuse. Pat cited the facility as a good, somewhat nearby example of a well-run public/private operation.

EDUCATION AND AWARENESS

Michele McCormick continued the PowerPoint presentation with a discussion on community education and outreach.

Tour of Local Facilities

Michele reviewed the SWA team's garden refuse recycling facility tour with the PAC. She discussed how the nearby facilities were very different from each other and covered the gamut of "the good, the bad and the ugly." She stated that visiting the sites stressed the importance of not contaminating our green waste. The SWA team felt that this would be a good educational outreach message to our community.

Tools

Michele reviewed the following education and awareness tools that will be used throughout the life of the project:

- Project Web Site
- Media Outreach
- Public Meetings
- News10 Partnership

Project Web Site

Michele explained that the SWA team is currently working on developing a Sacramento GreenCycle Web site at www.sacgreencycle.com. She noted that the .net and .org versions of the URL were also purchased and will be directed to the .com site. The question was brought up as to when the Web site would be active. Michele responded that the site should be up and running in about two weeks. It will have its own identity, will be updated on a regular basis, and will include the following types of information:

- Information on the siting process
- Garden refuse educational materials
- A feedback feature

PAC members inquired as to how the Sacramento GreenCycle Web site will be advertised. Michele explained that MMC would coordinate the promotion of the Web site through:

- Mailings out to community groups
- Print advertising
- The URL will be listed on all materials we hand out/develop
- Through our News10 partnership

Media Outreach

Michele reviewed the process of working with the media throughout the project. She indicated that we would be proactive with the media, providing them with regular updates during the course of the project, as well as being quick to respond to any media inquiry.

Public Meetings

Michele outlined the proposed process for public meetings. She described how as we narrow down our list of candidate sites, the SWA team will be conducting outreach to the communities potentially concerned about the candidate sites. The outreach would include public meetings to inform the community about the project, and answer any questions/inquiry from the community.

News10 Partnership

Michele briefly described the News10 partnership. This will be a produced spot on News10 that carries messaging about our project.

PAC Membership

Michele and Pat acknowledged the current PAC members and requested that if anyone has a suggestion/recommendation for a new PAC member to please call Michele McCormick or Jennifer Tencati, MMC Communications, at (916) 567-6309 or send an email to Michele@mmcpr.com or Jennifer@mmcpr.com.

PAC Function

In addition to the information on the "PAC Function" slide on the attached PowerPoint presentation, Michele reviewed the function of the PAC that will include the following:

- Help suggest candidate sites.
- Help define the objectives of the siting process, develop the associated siting criteria, and establish which criteria are most important in identifying preferred facility locations.
- Help evaluate siting alternatives
- Develop a short list of preferred potential sites for consideration by the SWA Board at its December meeting.
- Recommend a preferred site for consideration by the SWA Board next spring.

ONE-ON-ONE INTERVIEW RESULTS

Michele briefly reviewed the one-on-one interview summary (attached) with the PAC. Item #4 on the summary, Key Objectives, was brought forward for discussion by a PAC member. Michele noted that in regard to the list of five key objectives, none of the interviewees said that any one objective was more important than the others (all were important). A discussion between the PAC and SWA team took place to explain the definitions of the Key Objectives, so that the entire group was on the same page.

Mark W. noted that the project needs statement on the Quick Reference Sheet that was handed out during the stakeholder interviews (attached) needs to be strengthened with more information. The SWA team agreed. Michele commented that MMC received the same feedback from other stakeholders during the one-on-one interviews.

ACTION: *The SWA team to strengthen the project needs statement and share the revised version with the PAC at the next meeting.*

Michele and Pat informed the PAC that the SWA team has begun to go out to groups with this PowerPoint presentation

(e.g., Metro Chamber of Commerce Land Use Committee) and will continue to do so, and will also be conducting community meetings using the presentation.

The SWA team requested that site location ideas be submitted to either Michele or Jennifer of MMC.

SITING PROCESS

Jill Sideman reviewed the basics of the siting process with the PAC. She informed the group that the goal with the siting process is to get to a short list of candidate sites and finally to a preferred site(s) recommendation for consideration by the SWA Board and its advisory committee, the Cities/County Solid Waste Advisory Committee (SWAC). We will start with a large list of potential sites and narrow it down from there.

Jill was asked, "Who will determine the siting criteria?" She responded that we would develop the criteria during our PAC meetings, starting tonight. She noted that we would want to be sure we're considering viable sites and look at sites with "fatal flaws" based on our developed criteria (i.e. neighbors, vernal pools, etc.). Jill reminded the group that a key item to remember is that this site could be in place for a very long time. It is not like a landfill - it will not fill up and so will not have to be replaced.

Vendors

A PAC member inquired as to if vendors would be brought into the siting process. The SWA team responded that potential private-sector facility operators would be brought into the process when we have a site recommendation and go into the environmental review process.

Criteria Brainstorming Exercise

Jill handed out a Siting Worksheet and legend (attached) of sites that the SWA team has brainstormed. She explained that this Worksheet and site list were developed through a brainstorming exercise to identify sites from previous local solid waste facility siting efforts, existing solid waste facility locations, sites identified through stakeholder interviews, etc. and that none of the sites have gone through any sort of evaluation yet. She asked that if anyone has another site suggestion, she would add it to the map and we would put it through our siting criteria, once developed.

Pages 7 and 8 of this document contain a chart that details the PAC/SWA team Criteria Brainstorming Exercise.

The original five Key Objectives were suggested by CH2M Hill to be used as headers across the chart to begin the process:

1. Minimize Environmental Impact
2. Maximize Public Policy Compatibility
3. Maximize Community Support
4. Minimize Rate Impacts
5. Maximize Technical Feasibility

At the start of the brainstorming session, PAC member Mark White suggested that we re-categorize the objectives as the following, for ease of understanding among the group:

1. Environmental
2. Land Use
3. Social
4. Cost
5. Technical

It was also suggested that "Political" be added as a chart category; however, upon further discussion, it was determined that categories 1-5 actually fall under the "Political" category. The objective for Political is to generate maximum public support so elected officials have high degree of comfort.

Once the chart's categories were determined, the brainstorming session took place and with considerable interaction between the PAC and the SWA team.

During the brainstorming discussion, PAC member Trent Smith noted that the buffer lands around the site should be fairly large. Based on his Rosemont experience, he suggested mapping out the Rosemont complaints to determine our radius. PAC member Wendell K. concurred. Jill suggested that for initial mapping/citing purposes we use a 1,000 and 2,000-foot radius and see where that takes us. The PAC agreed to this.

ACTION: SWA team to research Rosemont complaints radius.

NEXT STEPS

MMC: • Interview Mike McKeiver

CH2M Hill: • Draft siting criteria and share with the PAC for meeting #2.

- Bring back site acreage estimates

Pat: • Contact Air Quality regarding their suggested radius for the site

- Contact Environ Management regarding their suggested radius for the site

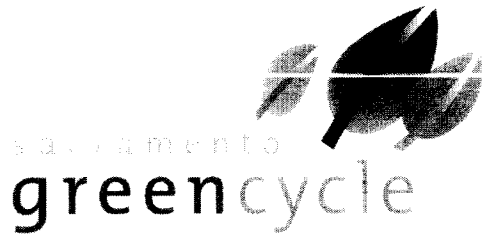
NEXT MEETING

Date: Wednesday, October 6, 2004

Time: 6:00 - 8:00 pm

Location: Department of Water Quality

Notes: Dinner will be served



SACRAMENTO GREENCYCLE SITING CRITERIA

POLITICAL				
MINIMIZE ENVIRONMENTAL IMPACT	COMPATIBLE WITH PUBLIC POLICY	MAXIMIZE COMMUNITY SUPPORT	MINIMIZE RATE IMPACTS	MAXIMIZE TECHNICAL FEASIBILITY
ENVIRONMENTAL	LAND USE	SOCIAL	COST	TECHNICAL
Cultural/arch resources	Zoning	Sensitive uses - Site - Access routes	Smallest distance from waste centroid	Long-term expandability of site operations (ties back to zoning)
Air quality-odor and dust	General plan	Other LULUs (Locally Undesirable Land Uses) in vicinity	Preference for publicly-owned land	Minimum acreage = 50 acres; Desirable for future growth (SWA members) = 150 acres
Traffic (and Air Quality impacts associated with Traffic)	Local policy		Road Access	Desirable for entire county's green waste stream
Noise	Willing seller		Site development	

Water quality (ground and surface)	Ownership-- number of parcels			
POLITICAL				
MINIMIZE ENVIRONMENTAL IMPACT	COMPATIBLE WITH PUBLIC POLICY	MAXIMIZE COMMUNITY SUPPORT	MINIMIZE RATE IMPACTS	MAXIMIZE TECHNICAL FEASIBILITY
ENVIRONMENTAL	LAND USE	SOCIAL	COST	TECHNICAL
Biological	Blueprint process (where Sac. Co. is going to grow over 50 years) SACOG Visioning Process			
	Long-term LU compatibility			
	Availability of buffer lands (project at 1,000 & 2,000 feet--add into acreage requirements for site)			
	Prevailing wind direction			