

Bay Area Hazardous Waste Management Facility Allocation Committee

administered by



Association of Bay Area Governments

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**Proposed Budget & Workplan FY 2009/2010
May 15, 2009**

Overview

This Budget and Workplan for the Hazardous Waste Management Facility Allocation Committee (Committee) includes a summary of work accomplished in fiscal year 2008/09, and outlines proposed activities for fiscal year 2009/2010. Anticipated revenues of \$106,240 include \$10,360 from each of the 9 member counties, and a \$10,000 grant from the Bay Area Air Quality Management District for Green Business Program outreach. Revenues also include estimated registration fees of \$3,000 for a proposed Environmentally Preferable Purchasing conference.

Hazardous Waste: Based on the discussion at the January 2009 meeting, staff proposes to analyze the 2008 and 2009 hazardous waste manifest data in 2010 or whenever it becomes available from DTSC. Staff will consult with the Technical Advisory Committee on how to reformat the report to improve accessibility and ensure the analysis addresses issues of concern. Recognizing the relevance and importance of the Green Chemistry Initiative and Extended Producer Responsibility (EPR) efforts currently underway, staff will continue to monitor and report on those initiatives and inform the Committee and TAC members when there are opportunities to comment or take other actions. Given the ongoing interest in promoting Environmentally Preferable Purchasing (EPP), and the success of the conference we held on March 18, 2009, we have plan to organize and host another EPP event in the coming year, and consider other ways to support ABAG members' interest in implementing EPP.

Green Business Program: With continued expansion of the Green Business Program, staff will focus significant time on related activities. During 2009/10, in addition to regular coordination duties, we will facilitate discussions with county coordinators, regional and state partners on ways to increase capacity through a combination of additional funding and program efficiencies. We will launch an updated website, that will refresh the look and include new feature. We will manage the conversion of our business listings from the current system to a searchable database format. This will expedite listing updates, and make it easier for potential customers to find certified businesses not just in the Bay Area, but throughout California. The listings database will be a complement to the measurement system that has been developed with funding from the Department of Toxic Substances Control (DTSC).

We are seeking Committee approval for the 2009 – 20010 Budget and Work Plan. In summary, staff proposes to:

- Staff the Committee, Technical Advisory Committee (TAC), and Green Business Coordinators TAC.
- Work with TAC to improve format and content of future Hazardous Waste data reports.
- Analyze 2008 and 2009 manifest data if available.

- Follow the State Green Chemistry Initiative (GCI); apprise Committee and TAC of opportunities to comment/get involved.
- Pursue opportunities for Bay Area representatives to participate in GCI-related discussions on ways to expand California's pollution prevention programs.
- Track Extended Producer Responsibilities (EPR) activities in Sacramento; work with the California Product Stewardship Council (CPSC) and others to apprise Committee of legislative and other initiatives.
- Report on regulatory / other changes pertaining to universal and electronic wastes.
- Work with TAC and others to follow up on successful Environmentally Preferable Purchasing conference; identify ways to motivate/assist local jurisdictions interested in implementing EPP programs, which may include hosting presentations to the Committee and ABAG Executive Board, and organizing a conference or series of trainings.
- Coordinate, expand and promote the Green Business Program.
- Improve Green Business Program listings and web resources.
- Identify opportunities to increase funding and improve efficiency to increase local and regional Green Business Program capacity.

2008/09 ACCOMPLISHMENTS:

The following section, which describes 2008/09 accomplishments, is intended to update the Committee on the status of current efforts and provide context for ongoing activities. Work plan details follow in the section entitled 2009-2010 Objectives/Activities, which begins on page 6.

▪ Hazardous Waste Management Planning / Source Reduction

Since inception, the Committee has had two objectives:

- 1) ensure adequate understanding of hazardous waste generation and treatment trends, and capacity for managing hazardous wastes generated within the Bay Area; and
- 2) promote source reduction activities to prevent pollution and avoid the need to site new hazardous waste management facilities.

In pursuit of those objectives, during 2008-09, staff worked to accomplish the following:

- Analyzed 2006/2007 data, in consultation with TAC, to review local data and the draft report, and identify proposed source reduction projects for Committee review. Following initial presentation of the report in January 2009, staff researched questions, convened the TAC, and revised the report for Committee consideration at the May 2009 meeting.
- Monitored and reported on Green Chemistry-related activity in Sacramento, in consultation with DTSC, and developed recommendations for Committee review.
- Worked with TAC, the California Product Stewardship Council, California Integrated Waste Management Board and others to stay apprised of emerging issues and opportunities to support Extended Producer Responsibility related legislation and other initiatives.

- Convened a work group of local, regional, and state agency stakeholders that helped to organize and present a successful Environmentally Preferable Purchasing conference, attended by over 100 local government staff and elected officials, co-sponsored by StopWaste.Org, in partnership with Department of Toxic Substances Control.
- Compiled responses from more than 60 conference attendees and convened a Work Group debriefing to discuss next steps.
- Maintained the Committee website (<http://www.abag.ca.gov/hazwaste/>) that lists members, posts agendas and minutes, and provides information about relevant topics and legislation.

▪ **Green Business Program:**

The Green Business Program, which was launched by the Committee in 1996, continues to pick up momentum. The number of certified businesses grew by 40% in the past year. As of May 1, 2009, there were 1,755 Bay Area Green Businesses, an increase of 495 businesses since May 1, 2008. At the current pace, we expect to have 2,000 Bay Area Green Businesses by December 2009.

The accelerated pace reflects two primary factors: 1) continued strong interest from businesses; and 2) increased availability. All 9 Bay Area counties now participate. The newest to join, Solano and San Mateo counties, launched their programs on July 1, 2007. In addition, Sonoma County's program, which had focused exclusively on wineries for many years, forged a partnership with the Sonoma County Economic Development Board that allows it to serve the full range of industries. Napa County similarly established a relationship with the Napa County Transportation Planning Agency to expand their capacity and scope. Those 4 counties now account for close to 200 businesses.

Checklists: To ensure that Program checklists reflect the most up-to-date recommendations and standards, a comprehensive update of the energy sections of all checklists was completed in 2008/09. The pollution prevention section of the office/retail checklist was recently completed, and updates of that section in the other checklists will be undertaken soon.

Two new checklists have been under development during this fiscal year. Checklists for Janitorial Services and Small Manufacturers will be presented for Committee approval later this year.

Outreach: The Program completed a regional marketing strategy in 2006. A postcard that includes the graphics and tagline developed in that process was printed and distributed to green businesses by the county programs. During 2008, Contra Costa County pursued another recommendation from our marketing consultant, completing the development of an online marketing toolkit for Green Businesses. That work led to the decision to undertake a more comprehensive update of the website to refresh its look. The design work has been completed, and the programming will be undertaken in the new fiscal year, with an anticipated launch date of July 15th.

The regional website is a key marketing tool for the Program and its businesses. In particular, the site houses the listings of all the Green Businesses in the region, validating a business's claim that it meets our Program standards. To better manage the addition of new Green Businesses to the website, and provide more descriptive listings, staff recommended that the listings pages be converted to a searchable database format. Research indicated that the project could be accomplished most effectively by integrating the listings into the measurement/management system currently being developed.

Measurement/Management System: Thanks to the \$90,000 grant received in 2007 from DTSC, and contributions from many counties around the state, the measurement /program management system is now close to complete. Beta testing should be underway in June, and the system will be operational soon after. The system will collect, analyze, aggregate and report on environmental benefits, including greenhouse gas emissions reductions. As an added feature, the system will streamline the certification process by allowing online tracking of all businesses from application through certification and beyond, allowing the Program to operate more efficiently and go paperless. The efficiencies that will be gained will enable county programs to serve more businesses with existing staff.

California Green Business Network members (see below) have collaborated in the development of the common metrics that will underlie the measurement system, and the design of the system's features. Members have also identified additional features that will make the system more robust, and have initiated fundraising to cover the costs.

Program Expansion – Bay Area: Many county programs are operating at capacity. Some have waiting lists. The increased interest in certification is compounded by the need to recertify businesses every three years. While the Program has garnered attention from a variety of public and private sector entities seeking programs that could be scaled up and replicated to help small businesses reduce their greenhouse gas emissions, we have not identified additional financial resources that would help existing counties sustain or expand their operations, or new counties elsewhere in California initiate programs.

During 2008/09, some county Programs have considered whether to establish a fee for businesses to participate in the Program. The approved Policy Guidelines for the Bay Area Green Business Program discourage charging a fee, to avoid discouraging businesses from participating. However, with the increased interest in green practices, the potential cost savings businesses can realize from more efficient operations, and the marketing value that some may gain from green certification, a fee may no longer be a barrier. At the Committee's direction, staff drafted revisions to the Guidelines that would permit counties to charge a fee. The revised Guidelines will be presented to the Committee for consideration at the May 29, 2009 meeting.

In the past year, some have suggested another type of expansion – the introduction of a second tier that would recognize businesses willing to meet a higher standard of environmental performance. The San Francisco Green Business Program has established a higher standard that all San Francisco businesses must meet. Marin County has an optional Sustainable Partners program. This topic will be discussed in greater depth in the coming fiscal year.

Program Expansion – California Green Business Network: The Program continues to serve as a model elsewhere in the state and nation. San Benito County has joined Santa Cruz and Monterey, expanding the 5-year old Monterey Bay Area Green Business Program. San Diego County and the City of Santa Monica launched programs several years ago. Santa Barbara recently launch a program, and the City of Los Angeles is hiring a consultant team to help organize a program that Los Angeles hopes to launch by the end of 2009. The City of Torrance and surrounding south bay cities are also starting to organize.

To ensure consistent program implementation throughout California, the Bay Area joined with colleagues in other programs, and the Department of Toxic Substances Control to form the California Green Business Program Network. Several meetings were convened during the 2008/09 fiscal year. Many of those meetings focused on the measurement/management system that will be used by all Programs in the state.

During 2008-2009 staff accomplished the following:

- Convened and staffed county coordinator meetings.
- Facilitated updates of energy and pollution prevention sections of Program checklists, and development of janitorial and small manufacturers checklists.
- Assisted with expansion of Program in Sonoma County.
- Consulted with City of Los Angeles, City of Torrance and other jurisdictions on program development.
- Contributed to the development of the California Air Resources Board’s Small Business Climate Protection Toolkit.
- Maintained and enhanced website, updating county information and business listings.
- Managed development of updated website design.
- Researched how to implement a searchable database for green business listings.
- Managed contract with database consultant to update listings categories.
- Updated Program policies to address fees.
- Initiated discussion of adding an optional second tier to the Program model.

PROPOSED 2009 / 2010 WORKPLAN:

Staff activities are broken down into two main categories: Hazardous Waste Management Planning/Source Reduction, and the Green Business Program. Approximately 40% of staff time is devoted to the former category, and 60% to the Green Business Program. A slightly higher percentage of time is planned for Hazardous Waste Management Planning/Source Reduction activities this year. Switching the Green Business listings to a searchable database format will reduce the amount of staff time needed to update the Program listings. Staff proposes to devote those hours to organizing an Environmentally Preferable Purchasing conference, and related EPP activities.

▪ Hazardous Waste Management Planning

- Work with TAC to improve format and content of future Hazardous Waste data reports.
- Analyse 2008/2009 hazardous waste data if available.
- Follow the Department of Toxic Substances Control's Green Chemistry Initiative; apprise Committee and TAC of opportunities to comment and participate in related discussions on ways to expand state and local pollution prevention programs.
- Work with TAC members and other stakeholders to follow up on the successful Environmentally Preferable Purchasing conference; identify ways to motivate/assist local jurisdictions interested in implementing EPP programs, which may include hosting presentations to the Committee and ABAG Executive Board to gain policymakers support, and organizing a conference or series of trainings to share practical information and tools.
- Work with TAC, the California Product Stewardship Council, and others to track and apprise the Committee of Extended Producer Responsibility, Environmentally Preferable Purchasing, and Green Chemistry activities, including legislation.
- Inform and, when directed by the Committee, seek action from ABAG's Legislation & Governmental Organizations Committee, and Executive Board on relevant legislation.
- Report on regulatory / other changes pertaining to universal and electronic wastes.
- Staff the Committee and TAC; maintain the Committee website at <http://www.abag.ca.gov/hazwaste/>.

▪ Green Business Program

- Support county programs to accelerate certifications and move into new sectors.
- Seek funding to support web updates, marketing efforts and accomplish other program objectives.
- Participate in ongoing effort to develop/implement measurement/management searchable database system.
- Enhance/maintain Program website.

- Seek and develop relationships with new partners to sustain current operations and expand program capacity.
- Coordinate development and purchase of collateral materials.
- Foster relationships with regional media outlets to market green businesses to consumers and the Program to potential green businesses.
- Participate in outreach activities.
- Organize annual public agency recognition event.
- Support green business networking opportunities.
- Participate in California Green Business Program Network to ensure program integrity as it expands statewide.

2009/2010 BUDGET

Anticipated Revenue

County Contributions: **\$93,240**

On March 23, 2007, the Committee approved annual cost-of-living adjustments to the county fee. ABAG bases the percent increase for membership dues and this Committee on the 12-month moving average of the Bay Area Consumer Price Index. For the 2009/10 Fiscal Year, the Executive Board approved a membership dues percentage increase of 3.6%. That yields an increase of \$360 for an adjusted annual Committee fee of \$10,360.

Partner Support: **\$10,000**

The Bay Area Air Quality Management District has supported Program outreach for several years. In 2008, the District contributed \$10,000. We expect a contribution of \$10,000 for Fiscal Year 2009-010.

Registration Revenues: **\$3,000**

To help defray the costs of hosting the Environmentally Preferable Purchasing Conference in March 2009, we charged a \$30 registration fee. We anticipate charging a fee for the proposed conference in 2009-10, and estimate that 100 people will register. The fees will cover cost of refreshments and contribute towards staff time.

Total anticipated revenue: **\$106,240**

Budgeted Expenses:

Personnel and Overhead	\$99,659
Consultants, Materials, Conferences, Miscellaneous Expenses	<u>\$6,581</u>
Total Expenses	\$106,240

PROPOSED STAFF ALLOCATIONS

1. Committee administration. Staff time: 84 hours

Task Summary: Schedule meetings, develop agenda packets, write minutes, staff meetings, report to ABAG Executive Board, prepare annual budget and work plan.

(Krebs – 20 hours; Honoré – 40 hours; Scandone – 24 hours)

2. Hazardous waste facility siting / source reduction/ EPP. Staff time: 276 hours

Task Summary: Improve format and content of hazardous waste data report; if available, analyze 2007 and 2008 data from state manifests; organize and implement EPP activities; identify/scope Green Chemistry, EPR, and other source reduction opportunities; monitor legislation; maintain website.

(Krebs – 80 hours; Honoré – 100 hours; Scandone – 80 hours; Support Staff – 16 hours)

3. Bay Area Green Business Program Coordination. Staff time: 543 hours

Task Summary: Support county coordinators; manage development/implementation of searchable database; identify resources/efficiencies to improve capacity; purchase materials/implement outreach; update website; maintain checklists; ensure consistent application of standards; support expansion into new industries.

(Scandone – 416 hours; Honoré – 60 hours; Adams 40 hours; Communications/Web/Support staff 20 hours; Legal staff – 7 hours)