

Labeling and Media Committee of the Statewide Commission on Recycling Markets and Curbside Recycling

Draft Meeting Notes

Date: March 4th, 2021

Time: 1:00 pm – 3:00 pm

Location: Remote

Present:

John Davis, Jan Dell (Chair), Jeff Donlevy, Ann Schneider (Vice Chair), Coby Skye, Sara Toyoda

Absent:

None

Agenda:

Agenda Item 1: Call to Order, Roll Call, and Establishment of Quorum

Chair Dell called the meeting to order. All Commissioners were present and a quorum was established.

Public Comments: None

Agenda Item 2: Public Comment Review – Items Not on the Agenda

Public Comments: None

Agenda Item 3: Review and Potential Approval of Meeting Notes

No changes were made to the draft meeting notes from February 2, 2021. Commissioner Donlevy moved to approve the meeting notes and Commissioner Skye seconded the motion. The meeting notes were unanimously approved by the Committee.

Public Comments: None

Agenda Item 4: Update from Recycling and Organics Committees on Definitions of “Recyclable” and “Compostable”

Commissioner Skye gave a brief update on the Organics Committee’s focus, including concerns about the SB 1383 implementation schedule.

Commissioner Donlevy gave an update on the Recycling Committee. The March 12th meeting of the Recycling Committee will focus on identifying a quantifiable way to determine what is recyclable and a clear pathway to get items on the recyclable list. Commissioner Donlevy discussed potential uses of data collected under AB 901.

Public Comments: None

Agenda Item 5: Committee Discussion on Other State Label Laws

Commissioner Toyoda presented on HB2065, introduced legislation in Oregon related to extended producer responsibility and a labeling system. She summarized Oregon’s proposed plans to address the misrepresentation of the recycling symbol.

Public Comments: None

Agenda Item 6: Presentations by Jurisdictions on Product Label Issues Causing Contamination in Organics, Recycling and Waste Systems

Cynthia Mallett, from the City of San Clemente, presented on their recycling and organics program implementation, highlighting labeling systems and what items are recycled. The City of San Clemente has a “Wishcycling Wednesday” campaign attempting to reduce contamination through education and outreach. Cynthia highlighted her recommendations, including Extended Producer Responsibility, eliminating colored plastics, and educating the public about selection of plastics for which there are recycling markets.

When asked what type of contamination is most seen in San Clemente organics bins, Cynthia said that palm fronds are a major contaminant, as well as batteries. Cynthia also highlighted that the definition of what is compostable can vary based on the facility it is being sent to.

Valerie Osmond, from the City of San Jose presented on the City’s waste services. She highlighted various ad campaigns and an online resource titled “SanJoseRecycles.org”, where the public can search what is recyclable. Her overall recommendations were providing trilingual outreach and specific ads and outreach based on demographics of the area.

Public Comment (See Appendix I for full text):

- Anonymous

Agenda Item 7: Review & Revision of Draft Label System Policy Recommendation

Chair Dell presented the current version of the Label System Policy Recommendation and plans to finish drafting the policy proposal by the end of April. Based on discussion of the Committee, the draft proposal was edited, including adding more information on disclosure, more discussion about reusables, and separating the reusable and refillable sections.

Commissioner Skye expressed concerns with the section discussing California's unique circumstances, because producers may be resistant to having separate labels for California. Commissioner Skye will provide edits to the policy recommendation to reflect his concerns and the discussion with the Committee.

Public Comments: None

Agenda Item 8: Next Meeting, Proposed Meeting Schedule for 2020-2021, Data Requests and Agenda Items for Future Meetings

A poll will be sent out to schedule the next meeting in early April.

Public Comments: None

Agenda Item 9: Meeting Summary and Closing

The meeting was adjourned at 2:57pm.

Public Comments: None

Appendix 1: Public Comments

Anonymous

Valerie in San Jose mentioned "translation versus transcreation." Can she expand on that?