

**Regular Meeting of the Board of Directors  
January 21, 2021  
4:00 pm – 6:00 pm, via Zoom teleconference**

If you are using a computer to join the meeting please click [this link](#)<sup>1</sup>. A computer video camera is not required to participate. If you do not have access to a computer or internet during this meeting, or if your computer does not have audio, you can call in by phone: (669) 900-6833 and enter the meeting ID 896 7573 3636 when prompted. If participating by phone only, you will not be able to see presentations or other participants. The teleconference will begin 10 minutes before the meeting is scheduled to begin for those who may need assistance or orientation to the technology.

<b>1. Call to Order</b>
<b>2. Approval of Agenda</b>
<b>3. Introduction of Guests and Staff</b>
<b>4. Public Comment-</b> The Board will hear comments on items that are not on the agenda. The Board cannot act on an item unless it is an emergency as defined under Government Code Sec. 54954.2.
<b>5. Consent Agenda</b> The Board of Directors approves: 5.1. <a href="#">December 18, 2020 Draft Regular Meeting Minutes</a> The Board of Directors receives into record: 5.2. <a href="#">December 22, 2020 RCD letter responding to Grand Jury Report: “Ransomware: It is Not Enough to Think You Are Protected”</a> 5.3. <a href="#">Fiscal Year 2020 Annual Report from California Association of RCDs</a> 5.4. <a href="#">January 13, 2021 Memorandum to LAFCo, “Information for Adoption of Sphere of Influence”</a>
<b>6. Regular Agenda</b> 6.1. Presentation by Doug Silverstein (Circular SMC Co-founder)- “Circular SMC: a community alliance to reduce single use plastics.” 6.2. Presentation by Jarrad Fisher (San Mateo RCD Program Manager)- “Water for Farms, Fish and People: an innovative program to protect water resources.” 6.3. Board will discuss and consider possible action regarding LAFCo adoption of Sphere of Influence. 6.4. <a href="#">Board will consider allocation of 7% of 2020 earnings for eligible employees to the Employer Sponsored 401K Plan.</a> 6.5. Board will consider contracting with Tukman Geospatial for mapping and GIS analysis services to produce a suite of deliverables related to wildfire risk mapping as a part of the Santa Cruz Mountains Stewardship Network’s Landscape Database and Vegetation Mapping Project in Santa Cruz and Santa Clara Counties. 6.6. <a href="#">Board will consider contracting with Storesund Consulting for the Butano Creek Streamflow Improvements Project.</a> 6.7. <a href="#">Board will consider Resolution 2021-1: Approval to Submit Proposal for Funding to National Association of Conservation Districts’ Urban Agriculture Conservation Initiative Program.</a> 6.8. Executive Director’s report 6.9. NRCS report 6.10. Directors’ reports
<b>7. Adjourn Meeting</b> The next Regular Meeting of the Board of Directors will be February 18, 2021.

*Public records that relate to any item on the open session agenda for a regular board meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Board.*

<sup>1</sup> <https://us02web.zoom.us/j/89675733636>

**Minutes of the Regular Meeting of the Board of Directors  
January 21, 2021  
4:00 pm – 6:00 pm  
via Zoom teleconference**

Directors present: Barbara Kossy, TJ Glauthier, Adrienne Etherton

Associate Directors present: Kevin Watt

RCD staff present: Kellyx Nelson, Lau Hodges, Amy Kaeser, Jarrad Fisher, Kasey Butler, Andrew Hall, Dylan Skybrook (Santa Cruz Mountains Stewardship Network Manager)

Guests present: Ron Sturgeon, Alejandro Warren, Doug Silverstein, Shell Cleave

**1. Call to Order**

Kossy called the meeting to order at 4:03 p.m.

**2. Approval of Agenda**

Glauthier moved to approve the agenda, Etherton seconded. Motion passed unanimously.

**3. Introductions of Guests and Staff**

All in attendance introduced themselves.

**4. Public Comment**

There was no public comment.

**5. Consent Agenda**

Glauthier moved to approve the consent agenda, as amended, Etherton seconded. Motion passed unanimously.

**6. Regular Agenda**

**6.1 Presentation by Doug Silverstein (Circular SMC Co-Founder)- “Circular SMC: a community alliance to reduce single use plastic.” (see attached)**

- There was discussion about Circular SMC’s approach and the true cost of plastic.

**6.2 Presentation by Jarrad Fisher (San Mateo RCD Program Manager)- “Water for Farms, Fish and People: an innovative program to protect water resources.” (see attached)**

- There was discussion about program metrics, communicating results to the community, consideration of greenhouse gas benefits, and staff contributions.

**6.3 Board will discuss and consider possible action regarding LAFCo adoption of Sphere of Influence.**

- There was discussion about the LAFCo hearing on January 20, 2020 considering the RCD's Sphere of Influence, potential new boundaries and next steps, and formation of an ad hoc committee to consider the issue, next steps, and fiscal implications and to engage with community leaders who may want to help.
- **ACTION:** Glauthier moved to establish an ad hoc committee, comprised of himself and Kossy, to work with Nelson to explore how to move forward. Etherton seconded. Motion passed unanimously.

**6.4 Board will consider allocation of 7% of 2020 earnings for eligible employees to the Employer Sponsored 401K Plan.**

- **ACTION:** Glauthier moved to allocate 7% of 2020 earnings for eligible employees to the Employer Sponsored 401K Plan, Etherton seconded. Motion passed unanimously.

**6.5 Board will consider contracting with Tukeman Geospatial for mapping and GIS analysis services to produce a suite of deliverables related to wildfire risk mapping as a part of the Santa Cruz Mountains Stewardship Network's (SCMSN) Landscape Database and Vegetation Mapping Project in Santa Cruz and San Mateo Counties.**

- There was discussion about the work to be done, the expertise of Tukeman Geospatial, the importance of the project, and the RCD's fiscal sponsorship role.
- **ACTION:** Etherton moved to contract with Tukeman Geospatial for mapping and GIS analysis services as part of the SCMSN Landscape Database and Vegetation Mapping Project in Santa Cruz and San Mateo Counties, Glauthier seconded. Motion passed unanimously.

**6.6 Board will consider contracting with Storesund Consulting for the Butano Creek Streamflow Improvement Project.**

- **ACTION:** Glauthier moved to contract with Storesund Consulting for the Butano Creek Streamflow Improvement Project, Etherton seconded. Motion passed unanimously.

**6.7 Board will consider Resolution 2021-1: Approval to Submit Proposal for Funding to National Association of Conservation Districts' Urban Agriculture Conservation Initiative Program.**

- There was discussion about what the grant would accomplish, how it would build on previous work and focus on soil health, soil contaminant testing, social justice, promoting the program, and anticipated program demand.
- **ACTION:** Etherton moved to approve Resolution 2021-1, Glauthier seconded. Motion passed unanimously.

**6.8 Executive Director's report**

No report was given.

## **6.9 NRCS report**

No report was given.

## **6.10 Directors' reports**

- Watt expressed his enthusiasm for Governor Newsom's Executive Order and hoped it would help people see the importance for baseline funding for organizations, like the RCD, that are essential to manage land.
- Glauthier reported:
  - He expressed his desire to see a First Rains presentation; Nelson noted that would be happening at the February Board Meeting.
  - He was pleased with the California Association of RCD's annual report and their continued professionalism.
- Kossy had attended a Weed Management Area meeting and reported that they are looking for a rangeland manager to join the committee; Watt said he would give it some thought and asked if certification was a requirement. Kossy said it was not.

## **7 Adjourn Meeting**

- Kossy adjourned the meeting at 5:56 p.m.



# Building a community alliance to reduce single-use plastics

Winter 2021

Alejandra Warren, [alejandra@circularsmc.org](mailto:alejandra@circularsmc.org)

Doug Silverstein, [doug@circularsmc.org](mailto:doug@circularsmc.org)

Shell Cleave, [shell@circularsmc.org](mailto:shell@circularsmc.org)

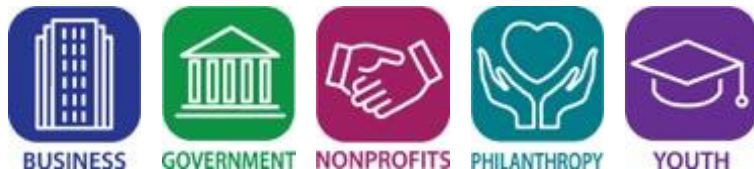
Supported by:



# Community alliance to reduce single-use plastics



Supported by:



## Mission

**Accelerate countywide health & equity**  
by aligning plastic reduction and circular  
solution action.

## Goals

**Align investments** funding & labor

**Coordinate action** solutions, outreach, policy

**Quantify results** waste reduction, jobs, health

# Let's RE-empower our Community with a Circular Economy!

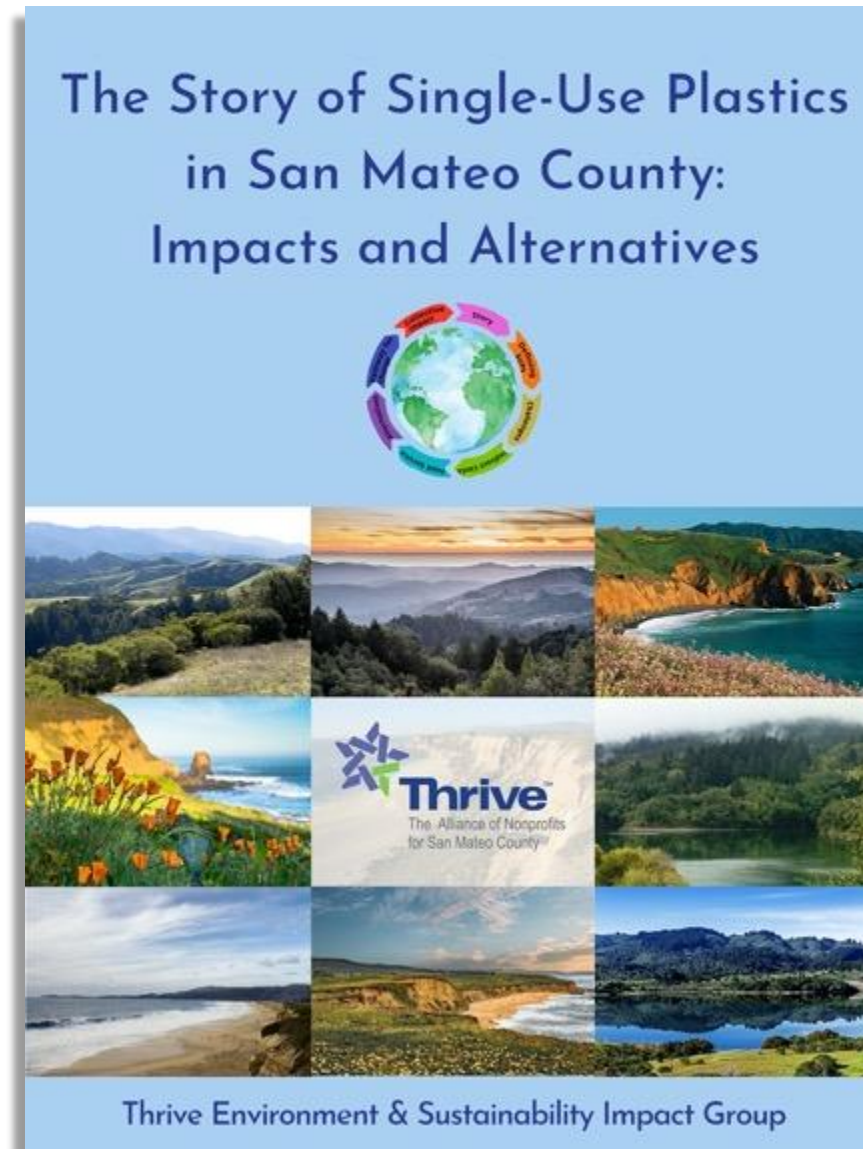
**Industrial system: restorative or regenerative by design**

- LESS - resource extraction & end-of-life waste
- MORE - consumptive decisions in hands of the local communities





# Groundwork



**August 2020**

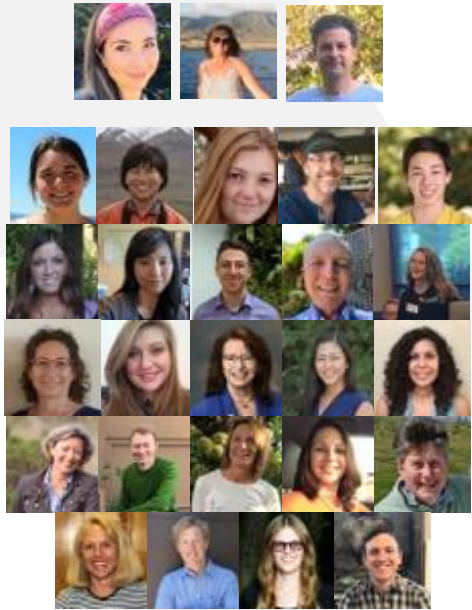
- **Cross-sector & -discipline**  
30 authors/editors
- **Comprehensive:** 95 pages,  
175 references





# Circular SMC

*A community alliance to reduce single-use plastics*



# Collective Impact approach

*Sustainable & equitable county with more reuse & less waste*

1. **Align** organizations with common agendas
2. **Define** measurable goals
3. **Coordinate** our investments & actions
4. **Centralize** communications & administration



BUSINESS



GOVERNMENT



NONPROFITS



PHILANTHROPY

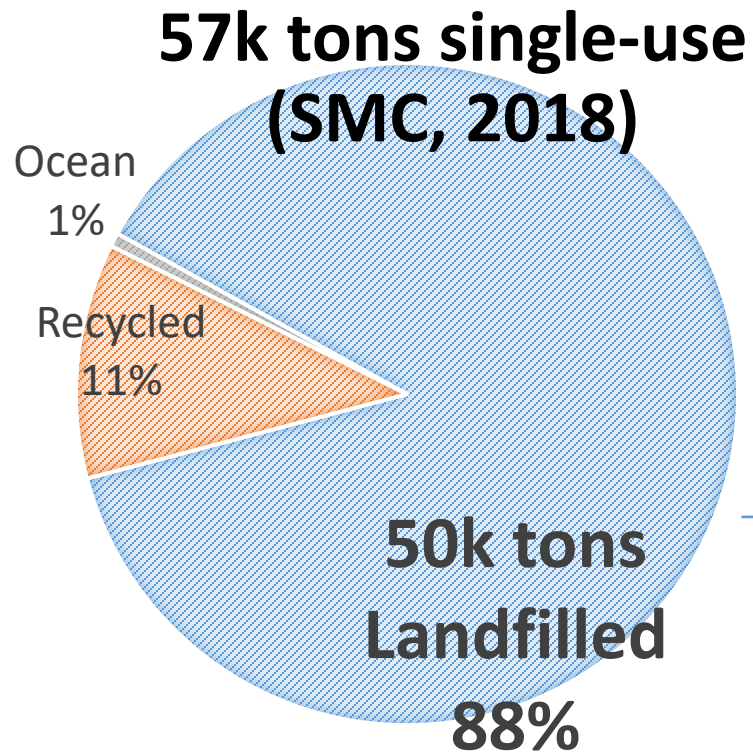


YOUTH

A benchmark of ours:



# Shocking amounts of plastic waste!



→ **150 lbs./person**

7000 bottles or  
12,000 plastic bags



**50k tons  
Landfilled  
88%**

→ **Landfilled in Half Moon Bay**

37,000 Mini Coopers





# Plastic recycling is broken :(



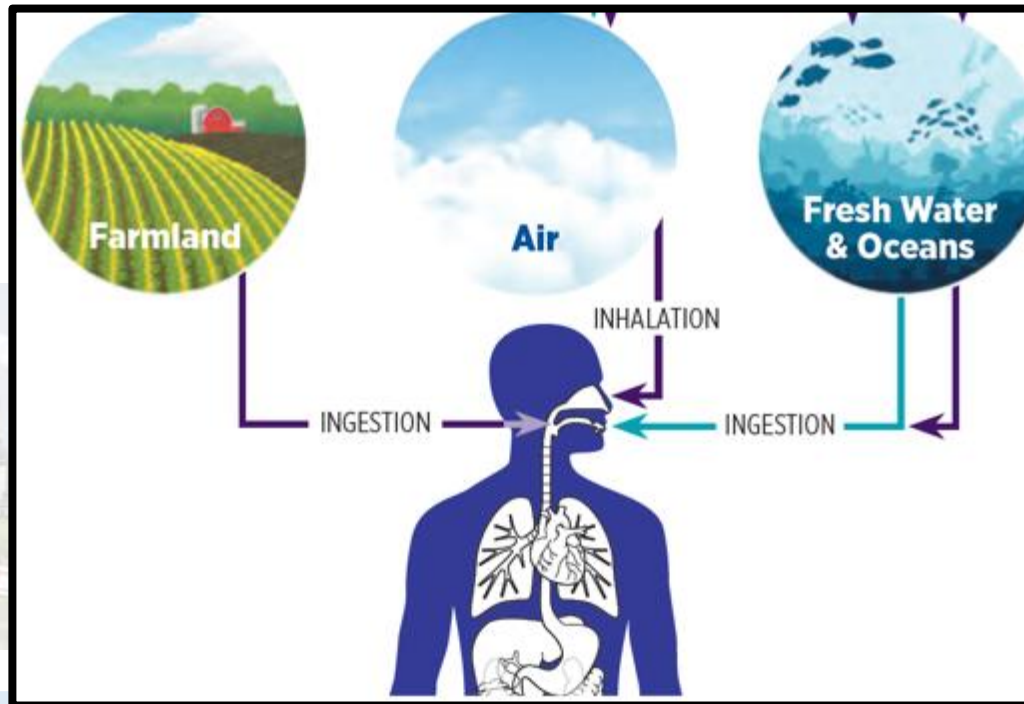
## 75% non-recyclable to landfill

- Plastic proliferation
- China policy

## Other 25%

- Small amount to ocean
- ~half to landfill
- ~half to down-cycled

# Plastics are killing us! and ecosystems we depend on.



Extraction & Production



Consumption & End-of-Life



# 4 big challenges... besides health



Waste  
Management



Urban  
Litter



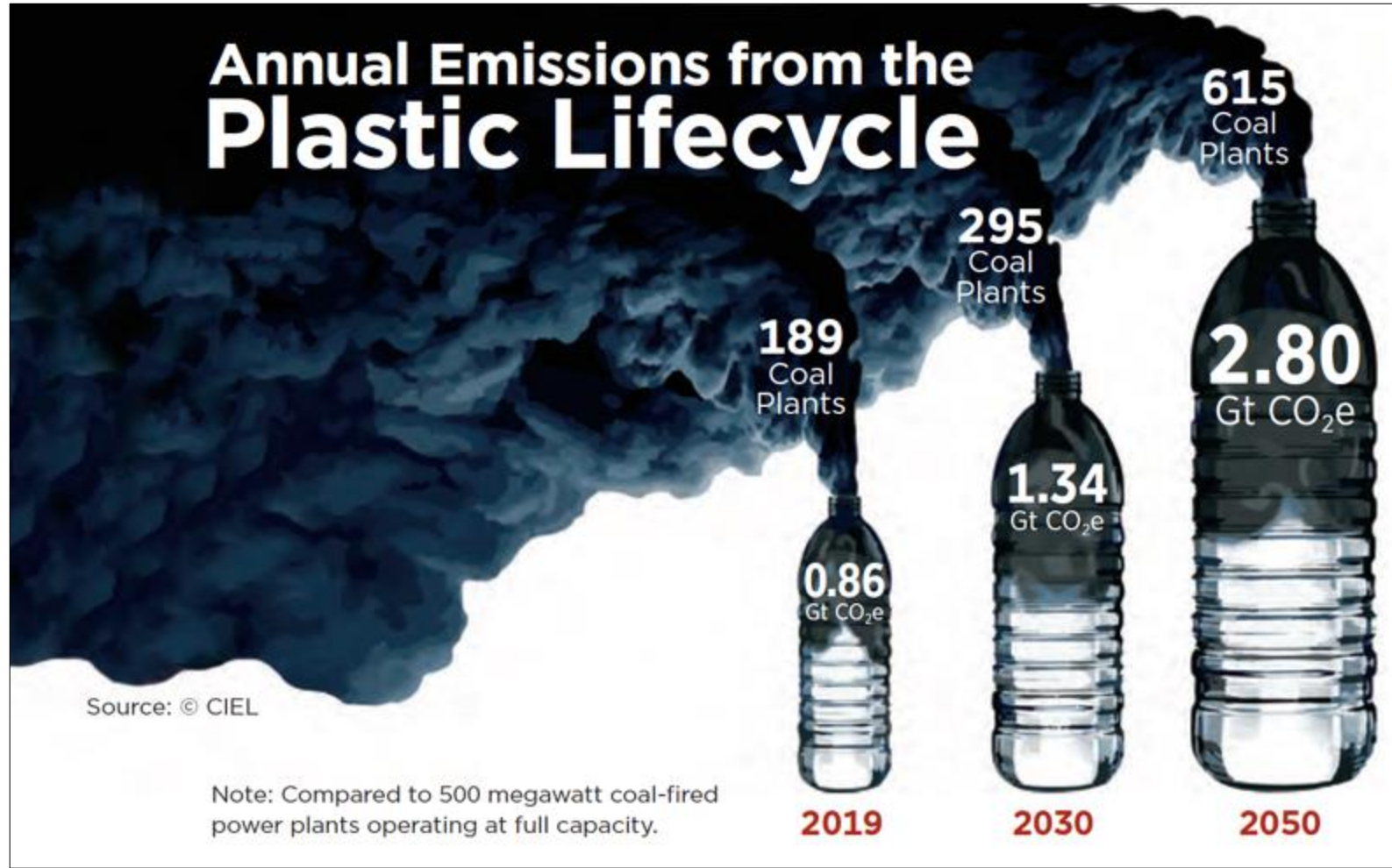
Ecology  
Conservation



Climate  
Change



# Get woke, plastics is climate change!



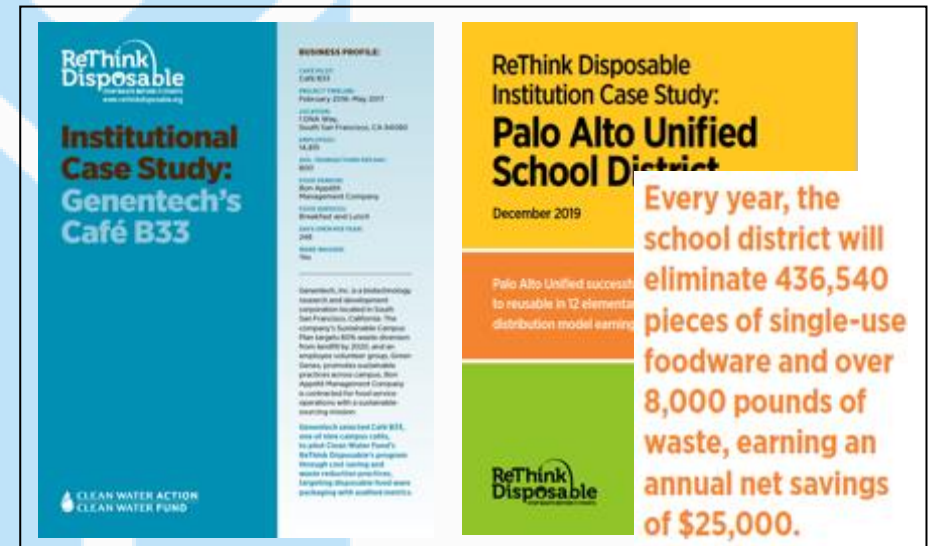


# Cost is huge, \$500+m/year... and growing
























Externalities are \$300+ million to SMC



Potential SMC savings are \$200 million to Residents, Business, Schools



# Good News: 100s of solutions... but siloed

	Circular Solutions
1. Foodservice	    
2. Bottles & lids	   
3. Bags	   
4. Product packaging	  
5. Shipping materials	  
6. Cigarette butts	   

6 Categories



# Our Countywide Strategy & Local Action

## *3 Mutually Reinforcing Workstreams*



# Help us reduce regional single-use plastics



## Seeking volunteers and additional backers:

- Engaged community leaders & local heroes
- High school students & funds for stipends
- Social media campaigns & web technology
- Reusable stipends for local deployments



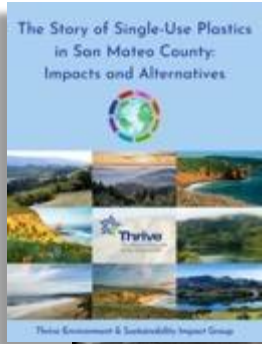
# BACKUP



# Why?







# 175+ References: Articles & Videos

*Amazon packages are awash in plastic. How much of it is actually recyclable?, Oceana*  
*Americans Eat and Inhale Over 70, 000 Plastic Particles Each Year According to a New Analysis*  
*Better Alternatives Now—B.A.N. List 2.0, multiple authors*  
*BRANDED Vol. II—Identifying the World's Top Corporate Plastic Polluters, Break Free From Plastic*  
*Breaking the Plastic Wave - A Comprehensive Assessment of Pathways Towards Stopping Ocean Plastic Pollution, Pew Charitable Tr*  
*Fossil Fuels & Plastic, Center for International Environmental Law*  
*How Big Oil and Big Soda kept a global environmental calamity a secret for decades, Rolling Stone Magazine*



Story of Plastic, Story of Stuff



Plastic Wars, PBS



Taking Back our Town, Lifetime



*How Coronavirus Complicated the Quest for a Greener Plastic Bottle, Wall Street Journal*  
*In the War Against Plastic, America Is a Big Threat*  
*Louisiana's 'Cancer Alley' Is Getting Even More Toxic — But Residents Are Fighting Back, Rolling Stone*  
*Marine plastic pollution costs the world up to \$2.5tn a year, researchers find*  
*No Plastic in Nature: Assessing Plastic Ingestion from Nature to People, World Wide Fund for Nature (formerly World Wildlife Fund)*  
*Our fruits and veggies are sucking up microplastics through their roots, Fast Company*

*Plastic & Climate: The Hidden Costs of a Plastic Planet, Center for International Environmental Law*  
*Plastic & Health - The hidden Costs of a Plastic Planet, Center for International Environmental Law*  
*Plastic rain in protected areas of the United States, Science*  
*Plastic waste inputs from land into the ocean, Science Magazine*  
*Plastics BAN List 2.0, 5 Gyres*  
*San Francisco Bay Microplastics Project Executive Summary, San Francisco Estuary Institute and 5 Gyres Institute*  
*San Francisco's Quest to Make Landfills Obsolete, Politico*

*The Beach and Beyond, Ocean Conservancy*  
*The Dirty Truth About Disposable Foodware, Overbrook Foundation*  
*The hidden relationship between the plastics industry and fracking in the U.S., GreenBiz*  
*The stark truth about how long your plastic footprint will last on the planet, The Telegraph*  
*Thousands of Tons of Microplastics Are Falling from the Sky, Scientific American*  
*Toxicity of cigarette butts, and their chemical components*  
*Understanding Microplastic Levels, Pathways*  
*UNEP, SINGLE-USE-PLASTICS: A Roadmap for Sustainability*  
*Waste and Opportunity 2020: Searching for Corporate Leadership, As You Sow*  
*We're all eating a credit card's worth of PLASTIC each week, Daily Mail*





# Summer 2020 cross-sector & -discipline collaboration

## Phase 1 Research Team (April-July 2020)

1. Doug Silverstein, Environment & Sustainability Lead, **Thrive Alliance**
2. Daniel Arad, Leader, **Nueva High School**
3. Cambria Bartlett, Co-founder & Chapter Leader, **Heirs to Our Oceans**
4. Shay Barton, Chapter Leader, **Heirs to Our Oceans**
5. Emily Berglund, Program Director, **Heirs to Our Oceans**
6. Shell Cleave, Founder, **Sea Hugger**
7. Richard Edminster, resident of City of **San Carlos**
8. Daisy Fong, resident of City of **Pacifica** and Economic Development Committee member
9. Jennifer Lee, Environmental Regulatory Compliance Manager, **City of Burlingame**
10. Matthew Mills, student, **Crystal Springs Uplands High School**
11. Juan Miranda, Environmental Education Fellow, **RethinkWaste**
12. Ava Peyton, Co-president Surfrider Foundation, **Menlo-Atherton HS**
13. Petra Sifton, Director of Education & Advocacy, **Thrive Alliance**
14. Veronika Vostinak, Sustainability Analyst, **City of Half Moon Bay**
15. Alejandra Warren, Founder, **Plastic Free Pacifica**
16. Kimberly Williams, Secretary, **Surfrider Foundation's SMC Chapter**

## Phase 1 Expert Advisors (April-July 2020)

1. Lynn Adams, President, **Pacific Beach Coalition**
2. Jayne Battey, Vice Chair, **SF Bay Area Water Quality Control Board**
3. Mike Brownrigg, Councilmember, **City of Burlingame**
4. Noah Katz, Water Quality Program Manager, **San Mateo Resource Conservation District**
5. Eun-Soo Lim, Senior Sustainability Specialist - Waste Reduction, **County of San Mateo Office of Sustainability**
6. Sally Liu, California Leadership Council Co-Lead, **The Nature Conservancy**
7. Jeremy Merckling, Urban Watersheds Manager, **Grassroots Ecology**
8. Molly Moore, Co-founder, **SUPER (Single-Use Plastic Elimination or Reduction)**
9. Katherine O'Dea, Executive Director, **Save our Shores**
10. Isabel Parés, Zero Waste Fellow, **County of San Mateo Office of Sustainability**
11. Laura Porter, Owner, **Byrd's Filling Station**
12. Ann Schneider, Councilmember, **City of Millbrae**
13. Peter Schultze-Allen, Senior Scientist, **EOA, Inc.**
14. Marilou Seiff, Executive Director, **Marine Science Institute**



# Building Community since 2018

## SMC Environment & Sustainability Community

- 27 community meetings since Feb 2018
- 50+ speakers, 150+ orgs, 1000+ attendees
- Sectors: government, nonprofit, business, youth
- Disciplines: energy, food, land, transit, waste, water







# **WATER FOR FARMS, FISH AND PEOPLE**

SAN MATEO RESOURCE CONVERSATION DISTRICT



SAN MATEO  
RESOURCE  
CONSERVATION  
DISTRICT

# Water for Farms, Fish and People

- Use **less water** through improved efficiency.
- **Minimize impacts** of water diversions by changing timing and rate of diversions.
- Improve **water security** for farms, fish and people through above actions, increasing water storage capacity and working to institute forbearance agreements with water users.





# Approach

- Help farmers and domestic water users conserve, strategically manage, and store water.
  - Identify needs of landowners and watersheds
  - Assess and address infrastructure
  - Improve water pumping, delivery and storage facilities.
  - Coordinate water users to balance demands on limited resources.
  - Restore water to creeks for threatened and endangered species.





# Benefits

## How Are Benefits Measured

- Irrigation evaluations, distribution uniformity and storage needs
- System assessments and pump tests for domestic water users
- Total current water demand vs. target demand

## What Can Be Done with the Information

- Irrigation and domestic water system upgrades
- Water management plans
- Water storage
- Forbearance agreements
- Timing and rate of diversions





# Accomplishments

- 155 AF (50M gallons) of Water Storage
- 175 AF (57M gallons) of Water Conserved Annually

**25 Farms Assisted**

**6 Domestic Water Systems Assisted**

## What's the Significance?

- Enhancing 25-100% of stream flow at critical times







# Initial Site Clearing

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During Construction

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Completed Pond w/ Erosion Control Measures Installed





Upgraded irrigation  
system

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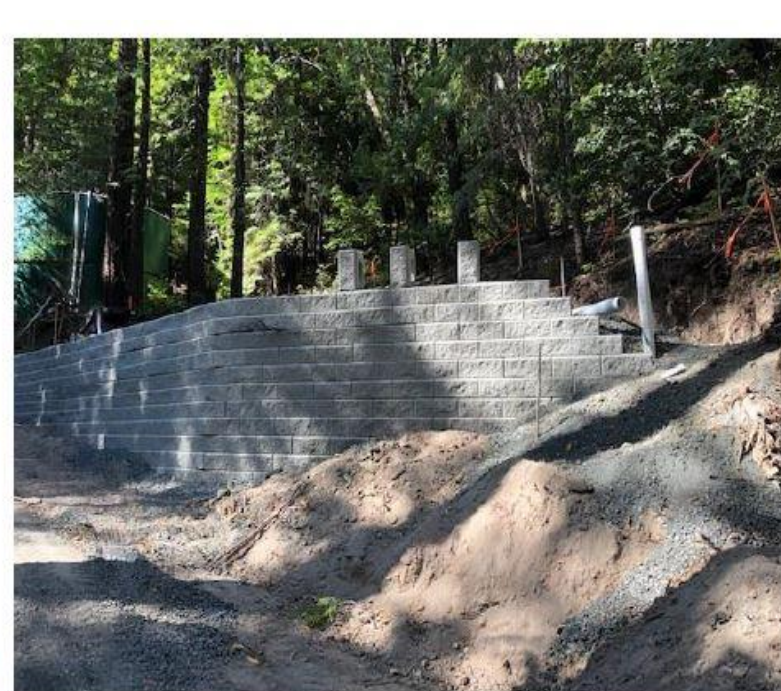
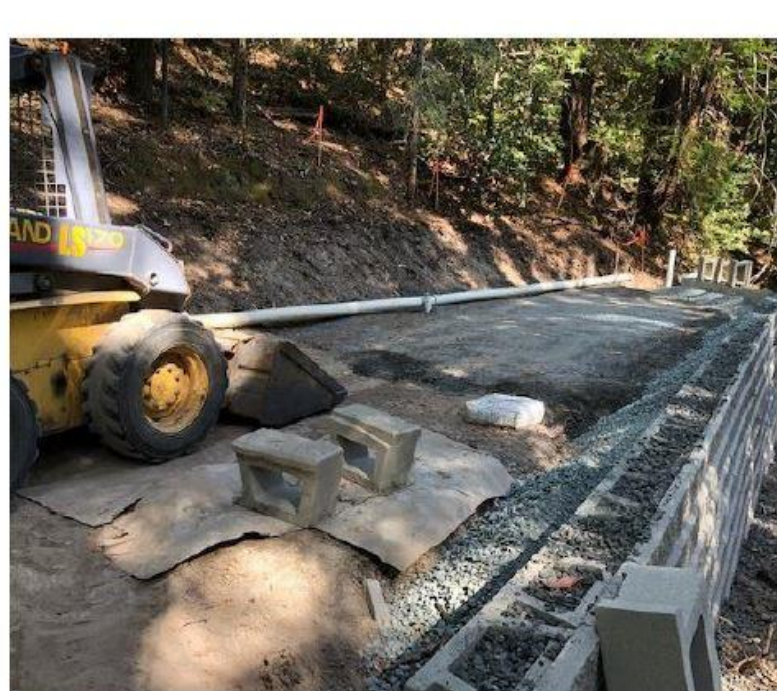




# Initial Site Clearing

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Construction of retention  
wall & tank pad

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Completed project



What's Next...

Questions?

