

SANTA CRUZ COUNTY
INTEGRATED WASTE MANAGEMENT LOCAL TASK FORCE
Thursday, June 5, 2025, 3:00 – 5:00 pm
Santa Cruz South County Government Center – Community Room
500 Westridge Watsonville CA 95076



Meeting Minutes

- 1) **Welcome and Quorum Verification:** Quorum present in the room Chair Felipe Hernandez called the meeting to order at 3:02. Staff called roll and meeting attendance was noted as follows:
 - Voting Members/Alternates Present: Felipe Hernandez (County, chair), Sandy Brown (County, alternate), Jacob Guth (County, citizen rep), Erika Senyk (Capitola), Leslie O'Malley (Santa Cruz, alternate), Tami Stolzenhaller (Watsonville, alternate).
 - Non-voting Members/Alternates Present: Ramon Gomez (County, alternate [member present]) Antonio Banderas (Watsonville, alternate not yet sworn).
 - Members/Alternates Absent: Justin Cummings (County), Bob Nelson (Santa Cruz), Allan Timms (Scotts Valley), Rodolfo Onchi (Scotts Valley, alternate) Scott Newsome (Santa Cruz), Rene Golder (Santa Cruz, alternate), Ari Parker (Watsonville), Will Smith (Watsonville).
 - Task Force Staff Present: Beau Hawksford (County), Kasey Kolassa (County), Darcy Pruitt (County)
 - Agency Staff Present: Christina Horvat (County), Bret Williamson (County - online), Carolyn Burke (County online).
 - Guests Present: Sally-Christine Rodgers (Pitch-In), Juan Castillo (GreenWaste Recovery), Claudia Villalta-Mejia (Environmental Innovations).
- 2) **Oral communications – Public:** Sally-Christine Rodgers of Pitch-In Santa Cruz County thanked Task Force member organizations for supporting Pitch-In's efforts to reduce illegal dumping and clean up litter throughout Santa Cruz County. She also made a brief announcement regarding the successful Pitch-In sponsored May cleanup day.
- 3) **Oral communications - Task Force members/alternates:** Tami Stolzenhaller of Watsonville provided two updates to commissioners: 1) Announced CalRecycle's statewide ban of Expanded Polystyrene (EPS, sometimes called Styrofoam) food service ware after failure to meet 25% recycling goal under SB 54. CalRecycle is responsible for enforcing a statewide ban, people and jurisdictions can report EPS violators to CalRecycle. 2) Announced SB 54 regulation update status. Governor rejected CalRecycle final SB 54 regulations in March 2025 for concern that requirements would create excessing costs for business and consumers. CalRecycle reopened rulemaking and developed revised regulations. Comment period for revised regulations closed earlier this week on June 3, 2025. Task Force will continue to track and report on SB 54 status.
- 4) **Approve Meeting Minutes –** L. O'Malley made a motion to approve the March 6, 2025 meeting minutes, T. Stolzenhaller seconded the motion. Chair Hernandez called for a vote from members present at the March meeting. The March minutes were unanimously approved.
- 5) **Jurisdictional Updates –** Sandy Brown, County alternate, announced that the County Board of Supervisors approved a countywide filtered cigarette sales ban that is dependent upon approval by two city jurisdictions to become valid throughout the County. Similar ordinances are proposed in the cities of Capitola and Santa Cruz to eliminate the largest single source of marine micro plastics introduced into the ocean environment.

- 6) **Green Waste Recovery Services Presentation** - Juan Castillo, General Manager of GreenWaste Recovery provided an overview of services provided in Santa Cruz County, including curbside waste services, roll-off box services, community outreach to teach waste management and environmental stewardship, recycling collection and processing services, and answered questions about items that are difficult to recycle (thermoforms and colored film plastic). Sally-Christine Rodgers asked questions about increasing education about bulky item collection and other issues that may help to reduce illegal dumping throughout the county. Juan Castillo said that GreenWaste will increase outreach to encourage bulky item services by customers. Leslie O'Malley recommended Pitch-In to consider reaching out to the Mattress Recycling Council for additional information and education on mattress recycling in California. [California - Mattress Recycling Council | Recycling Programs in California, Connecticut, Oregon, and Rhode Island](#) **(Presentation Slides are provided as Meeting Minutes - Attachment A)**
- 7) **Countywide Waste Characterization Study** – County staff provided an update on waste characterization efforts and possible collaboration with city jurisdiction to gain local data and improve waste sorting and resource diversion within the county. Staff outlined CalRecycle study methodology requirements and provided costs to conduct a waste characterization study for the unincorporated county to provide perspective on overall costs. Commission members from cities requested a copy of presentation slides to be able to consider the costs and study methodology outline. **(Presentation slides are provided as Meeting Minutes -Attachment B.)** S. Brown made a motion to accept the report on local waste characterization study multi-jurisdiction collaboration. T. Stolzenthaler seconded the motion. Chair Hernandez called for a voice vote on the motion that passed unanimously.
- 8) **Code Update SB 1053** – Staff provided a report on county and local codes in conflict with bag ban requirements after the passage of SB 1053. Currently, four of five jurisdictions in Santa Cruz County have bag ban ordinances that allow the use of thick film plastic bags and 40% postconsumer recycled content in carryout bags. The new state law bans film plastic carryout bags in grocery stores, food marts, and covered food and beverage retailers starting 1/1/2026. The ban does not apply to restaurants. The new state law also requires 50% postconsumer recycled paper in paper carryout bags starting 1/1/2028. Existing local ordinances will need to be updated to not conflict with the new state law. County staff asked if cities are interested in developing a countywide ordinance that could be adopted in each jurisdiction for ease of countywide enforcement/compliance. Members discussed the need to work backward from the date that the ordinance would need to be before their council/board to be approved on or before 1/1/2026. **(Presentation slides are provided as Meeting Minutes - Attachment C).** L. O'Malley made a motion to accept the update. J. Guth seconded the motion. Chair Hernandez called for a voice vote. The motion passed unanimously.
- 9) **CRV Update** – County staff provided further information on CRV changes related to SB 1013. With CalRecycle changes to the CRV program, more in-store CRV redemption options are locally available. The County is scheduled to end CRV redemption at the Ben Lomond Transfer Station on June 30, 2025. Covered beverage retailers will have 60 days after the change at Ben Lomond to either establish a dealer cooperative or begin redeeming CRV in store. L. O'Malley asked for clarification for the County's decision to end CRV redemption. County staff answered that the cost to operate CRV at Ben Lomond had increased to \$80,000/year and with the change in the state program making CRV redemption easier for residents, the County felt it shouldn't continue to pay to support a program that should be funded by beverage retailers. **(Presentation slides are provided as Meeting Minutes - Attachment D.)**
- 10) **Legislative Update** – County staff provided a brief overview of new bills introduced in the 2025/2026 legislative cycle affecting solid waste, recycling, edible food, organic waste, waste

diversion, universal waste, hazardous materials management, and related topics. Staff highlighted SB 501 that would create extended producer responsibility for household hazardous waste recovery and recycling programs; SB 561 that would create extended producer responsibility for explosive marine emergency distress flares, and AB 1153, which would expand the use of funds in the Solid Waste Disposal Site Cleanup Trust Fund for additional illegal dumping site cleanup tasks. S. Brown requested that bill status be added to the legislative update and staff agreed to include this information in future updates.

11) Call for next meeting agenda items: Members suggested the following items for future meetings:

- a. Update on SB 54 Rulemaking and Needs Assessment
- b. Update on local Waste Characterization Study Collaboration
- c. Update on Bag Ban Collaboration

12) Chair Hernandez adjourned the meeting at 4:02.

June 5, 2025 Task Force Meeting Minutes
[Meeting Minutes - Attachment A]
GreenWaste Recovery, LLC Presentation Slides



GreenWaste Recovery, LLC – Integrated Waste Management Local Task Force

Juan Castillo - June 5, 2025



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Who We Are

GreenWaste Recovery is more than a waste hauler — we are environmental partners driving long-term sustainability and community health.

Zero Waste Philosophy – Committed to diverting the maximum amount of waste from landfills through recycling, composting, and recovery.

Sustainability Leadership – Focused on reducing greenhouse gas emissions, supporting circular economy practices, and enhancing environmental responsibility.

GreenWaste By the Numbers in 2024 Our achievements at a glance.

40+ Years of Innovation	100% Collection Fleet and Heavy Equipment Powered by Renewable or Alternative Fuels*		43.1% Electricity Use Powered from Renewable Sources	2.1M+ kWh of Excess Renewable Energy Sold to the Grid**
13 Facilities Across Northern California	100+ Different Types of Material Diverted from Landfill	1.2M+ Tons Diverted from Landfill	520K+ Tons of Organics Processed	300K+ Tons of Recycled Products Produced
22+ ESG Awards and Recognitions Received Since 2000	8+ Years of Average Employee Tenure	1K+ Employees	93% Employees Identify as a Racial Minority	50+ Communities Served



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Lines of Business

At GreenWaste, we tackle some of the toughest sustainability challenges to help build a greener world a better world.



Collection



Construction and Demolition



Transfer station



Processing



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(Unincorporated) Residential Services

GreenWaste is proud to provide our Santa Cruz County community with garbage, recyclables, and organics services.

- Recyclable materials are transferred to GreenWaste's San Jose Material Recovery Facility for sorting.
- Garbage is delivered to Ben Lomond Transfer Station or Buena Vista Landfill. From there, it's disposed of at the Buena Vista landfill or transported to ReGen Monterey's landfill.
- Organics are delivered to Ben Lomond Transfer Station or Buena Vista for preprocessing and transferred to ReGen Monterey's regional compost facility.

Single-family residents in Santa Cruz County receive weekly curbside collection service of garbage, recyclable materials, and organics. All materials must be ready for collection no later than 5 AM on your normal collection day.



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(Unincorporated) Residential Services (continued)

Standard Services



Garbage

- Residents may choose subscription volumes of 20-, 32-, 64-, or 96-gallons for weekly collection in gray carts provided by GreenWaste.



Recyclables

- Residents are provided one blue 64-gallon cart for recyclable material collection at no additional charge. A larger 96-gallon recyclable material cart is available by request.



Organics

- Residents are provided one green 96-gallon cart for organics collection at no additional charge. A smaller 64-gallon organics cart is available by request.



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Commercial Services

Businesses in Santa Cruz County are offered weekly collection of garbage, recyclable materials, and organics. Service is provided up to six days per week on a Monday through Friday schedule, with Saturday service available as the 6th collection day. All materials must fit completely inside the container with the lid closed. Containers must be ready for collection no later than 5 AM and should be returned to their service location promptly after service.



Trash

Garbage, Snack Wrappers, and Foam



Recyclables

Paper, Plastic, Metal, and Glass



Organics

Food Scraps, Yard Trimmings, Branches, Flowers, Untreated Wood and Sawdust



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Commercial Services (continued)

Extra Set-Outs on Regular Collection Day

- Extra Garbage: \$9.39 per 32 - gallon equivalent.
- Extra Recyclables: \$1.88 per 32 - gallon equivalent

Non-Routine Collection Charges

- Non-Scheduled Collection Trip: \$25.16 per vehicle trip

Monthly Difficult-to-Service Fees

- Bin Charge – Difficult to Service: \$9.39 per 32-gallon equivalent.
- Cart Charge – Difficult to Service: \$1.88 per 32-gallon equivalent
- Carts: \$2.65 each time each cart is serviced
- Bins: \$3.97 each time each bin is serviced
(Based on weekly collection frequency)



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Debris Box Rentals

From small cleanups to job sites, GreenWaste has the dumpster for you.

GreenWaste is Santa Cruz County's premier provider of debris box services. We offer both temporary and permanent roll-off containers for mixed and source-separated materials. Our dumpsters range in size from 10 to 40 yards, making them ideal for residential clean ups, construction projects, and everything in between.

Delivery and pickup are available up to five days per week, Monday through Friday.



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GreenWaste Container Dimensions

1-8 Cubic Yard Containers:



	Length	Width	Front Height	Back Height
1 cu. yard	72"	24"	28"	28"
2 cu. yard	70.75"	34"	34"	40.75"
3 cu. yard	70.75"	42"	43"	48"
4 cu. yard	70.75"	49.5"	48.5"	54.5"
6 cu. yard	72"	66"	51"	70"
8 cu. yard	72"	72"	58"	87"

Please ensure that enclosures are at least 1 foot wider for 1-4 cu. yard containers and at least 5 feet wider for 6-8 cu. yard containers to allow for maneuvering and truck clearance.

Debris Box/Roll-Off Box:



	Length	Width	Height
10 cu. yard	15.5'	8'	3'
20 cu. yard	16'	8'	5.3'
30 cu. yard	21'	8'	4.5'
40 cu. yard	21'	8'	7.5'



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Transfer Station & Processing

Material & Resource Recovery

- Recyclable material is transferred to the San Jose Material Recovery Facility for sorting.
- Materials are separated and sold to manufacturers for reuse.
- Advanced technology (AI, optical sorters, eddy currents) improves recovery and reduces waste.

Helps cut emissions by reducing the need for raw materials. Non-recyclable residual materials separated during recycling are sent to Regen Monterey as either garbage for disposal or organics for processing into compost.



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California Redemption Value (CRV) Materials

PET Plastic bottles



HDPE Natural Plastics



Aluminum Cans



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Non- CRV Recyclables (sold at market value 1 of 2)

Mixed Paper



Steel Cans



Old Corrugated Cardboard (OCC)



Scrap Aluminum



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Non – CRV Recyclables (sold at market value 2 of 2)

Mixed Plastic (No. 2-7)



Mixed Rigid Plastic (MRP)



HDPE Plastic Carts



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Facility Signage & Branding

The GreenWaste family has expanded and keep an eye out for our quokka on social media and at outreach events!

As part of our brand refresh, we were thrilled to announce our new company mascot, the quokka. Quokkas are often referred to as "the happiest animals on earth," known for their friendly nature, infectious smiles, and embodying our core values of innovation and resourcefulness. Please meet our family of eight unique quokkas, each of which are named after and embody a GreenWaste core value or promise.



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Community Engagement & Outreach

Community Events and School and Youth Organization Presentations

GreenWaste is proud to be an active part of the communities we serve. We love connecting with residents, collaborating with schools, and sponsoring meaningful local events. GreenWaste recognizes that today's youth are the leaders of tomorrow. By working closely with Santa Cruz County staff to connect with county students and residents about environmental responsibility and lifelong recycling habits we are bringing meaningful education that empowers the next generation to create a cleaner, greener Earth.



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Battery and Motor Oil & Filter Collection

Residential Motor Oil & Filter Collection

GreenWaste provides **free curbside collection** of used motor oil and oil filters for residential customers, but an **oil recycling kit** is required before pickup.



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GreenWaste Battery Recycling Reminder

C-batteries (and other household batteries) can be safely recycled by placing them on top of your recycling cart in a clear plastic sandwich bag on your regular collection day.

- Alkaline (AA, AAA, C, D, 9V)
- Rechargeable batteries
- Button cell batteries

Please do not place batteries inside the cart.

"When Recycling Goes Wrong: Lithium Battery Fires"

Improperly disposed of lithium battery causes smoldering fire inside truck



One small battery can trigger a full-scale blaze.



Costly, dangerous, and completely preventable.



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Who to contact for Household Hazardous Waste (HHW) Disposal

HHW Drop-Off Locations & Hours:

- Buena Vista Landfill
1231 Buena Vista Dr., Watsonville
Wed: 7:30 AM – 2:30 PM; Fri & Sat:
7:30 AM – 3:30 PM
(831) 454-2430
- Ben Lomond Transfer Station
9835 Newell Creek Rd., Ben Lomond
Thurs: 7:30 AM – 3:30 PM
(831) 454-2430

Accepted HHW Items:

- Paints (latex & oil-based)
- Fluorescent bulbs (up to 25 per visit)
- Cleaning products
- Pesticides & herbicides
- Medical Waste:
Medicines, syringes (sharps)

Important Notes:

- Do not dispose of HHW in garbage, down drains, or on the ground.
- Free disposal for residents; small businesses may participate for a fee.
- Identification may be required at drop-off sites.

For more information, contact the Santa Cruz County Household Hazardous Waste Program at (831) 454-2606 or visit the [Santa Cruz County Recycling & Solid Waste Services](#)



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June 5, 2025 Task Force Meeting Minutes
[Meeting Minutes - Attachment A]
GreenWaste Recovery, LLC Presentation Slides

Your GreenWaste Team:

Juan S. Castillo: General Manager
375 Industrial Road Watsonville, CA 95076
Juan.Castillo@greenwaste.com

Javier Zamora, Jr: Operations Manager
375 Industrial Road Watsonville, CA 95076
Javier.Zamora@greenwaste.com

Mona Gallo: Route Supervisor
375 Industrial Road Watsonville, CA 95076
Mona.Gallo@greenwaste.com

Abel Noyola: Route Supervisor
375 Industrial Road Watsonville, CA 95076
able.noyola@greenwaste.com

Maria Chavez: Manager Office
375 Industrial Road Watsonville, CA 95076
maria.chavez@greenwaste.com

Claudia Reyes: Outreach Supervisor
375 Industrial Road Watsonville, CA 95076
claudia.reyes@greenwaste.com



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Questions?



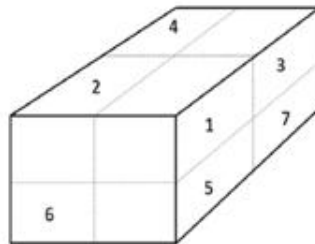
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Countywide Waste Characterization Additional Information

June 5, 2025

Numbered Cells for Targeted Waste Loads



CalRecycle's SB 1383 Waste Characterization Study Requirements



To adjust Capacity Planning targets the Local waste characterization study must be comparable to CalRecycle's most recently published statewide waste study.

SB 1383 Waste Recycling Capacity Planning Requirements:

1. Local study must be performed within the last five years,
2. Include at least the same categories of organic waste as the Department's most recent waste characterization study that was available at the time the local study/studies were performed and,
3. Include a statistically significant sampling of solid waste disposed by the jurisdiction(s) conducting the study.

14 CCR Section 18992.1(a)(1)(B)

Waste Characterization Study CalRecycle's AB 2346 Procurement Target Requirements



To adjust Procurement targets under AB 2346, the Local waste characterization study must be statistically valid, representative of study goals, and the jurisdiction(s) evaluated:

1. Representative of jurisdiction(s) and wastes evaluated,
2. Representative of wastes disposed, and account for seasonal waste variations,
3. Materials list must match CalRecycle's latest study OR provide 1:1 comparison to CalRecycle's list for the local study's purpose,
4. Sample size is statistically significant-90% confidence interval,
5. Study follows ASTM Standard Test Method for Determination of the Composition of Unprocessed Municipal Solid Waste.

Waste Characterization Study Initial Pricing



County received two informal price estimates for Unincorporated County that could meet CalRecycle's Local Waste Characterization Study requirements (actual costs may vary):

1. ReCreate (includes planning, labor, reporting, travel expenses)
 - 1 week: \$65k-\$75k
 - 2 weeks: \$90-100k
2. Nothing Wasted (including planning, labor, reporting, travel expenses, supplies)
 - 1 week: \$37k
 - 2 weeks: \$59k

County has questions out to CalRecycle re calculation to reduce procurement targets under AB 2346.

Waste Characterization Study County Rationale – Next Steps



County does not **need** to prepare a waste characterization study under either SB 1383 or AB 2346 but **wants** to understand the current waste stream and improve its programs based on local data.

- County believes all jurisdictions meet SB 1383 organic waste processing and edible food recovery capacity planning goals.
- County meets/exceeds current SB 1383 procurement targets.

County plans to prepare an RFP for a waste characterization study that would likely fulfill SB 1383 and AB 2346 requirements

NEXT STEPS:

- Develop County/City Partnership (if cities interested)
- Outline waste characterization study parameters
- Develop project timeline and Request For Proposal (RFP)
- Select and employ contractor to carry out waste study.



County and Municipal Code Update SB 1053 Bag Ban Report

June 5, 2025

SB 1053 Solid waste: recycled paper bags: standards: carryout bag prohibition.



SB 1053 (Blakespear 2024) Changes Carryout Bag Rules Statewide:

- Regulated businesses must comply with new rules
 - **Total Ban on film plastic carryout bags** begins 1/1/2026
 - New **50% post consumer paper** bag rule begins 1/1/2028
- New rules conflict, at least in part, with local bag ordinances:
 - County Code (4mm plastic bags/40% postconsumer paper)
 - Capitola Municipal Code (4mm plastic bags/40% postconsumer paper)
 - Santa Cruz Municipal Code (2¼ mm plastic bags/40% postconsumer paper)
 - Watsonville Municipal Code (4mm plastic bags/40% postconsumer paper)

California Public Resources Code section 42279 et. seq.

SB 1053 Solid waste: recycled paper bags: standards: carryout bag prohibition.



SB 1053 (Blakespear, 2024) Changes the Carryout Bag Rules Statewide to 50% postconsumer paper in paper carryout bags beginning 1/1/2028. Other provisions take effect beginning 1/1/2026.

- Do we want to work together to implement a code update that is consistent with state law and the same in cities and County?

Next Steps:

- Staff coordination among interested jurisdictions
- Compare existing carryout bag ordinances
- Select preferred ordinance language
- Revise ordinance language to match State requirements



California Redemption Value (CRV) SB 1013 Changes and Ben Lomond Transfer Station CRV Payments

Santa Cruz County Integrated Waste Management Local Task Force
June 5, 2025

SB 1013 Statewide CRV Changes



Starting January 1, 2025 [or 60 days after local redemption center closes]

State law requires covered beverage retailers to either:

- Redeem CRV beverage containers in store, or
- Join a “Dealer Cooperative” to redeem CRV beverage containers on their behalf.



CRV Payments End at Ben Lomond Transfer Station on June 30, 2025



Statewide CRV program changes mean:

- Retail redemption services are more convenient because they are offered where people already shop.
- County residents can return CRV containers at local stores, CRV reverse vending machines, and privately run CRV redemption centers



CRV Payments End at Ben Lomond Transfer Station on June 30, 2025



- Beverage retailers will pay the costs of local CRV redemption services.
- County can spend local public funds on local public programs instead of supporting a state program that should be funded by beverage retailers.



Questions?
Thank you!