



# City of Berkeley ZERO WASTE COMMISSION Regular Meeting

Thursday, January 16 2025 at 5:30 p.m.  
City of Berkeley Corporation Yard (Ratcliff Building, Willow Room)  
1326 Allston Way, Berkeley, CA, 94702

## MEETING AGENDA

### PRELIMINARY MATTERS:

- 5:30 pm 1. Call to Order by Acting Chair and Roll Call by Secretary
- **Steven Sherman (Chair)**, appointed by CM Rashi Kesarwani, District 1
  - **Christienne de Tournay (Vice Chair)**, appointed by CM Shoshana O'Keefe, District 5
  - **VACANT**, appointed by Mayor Adena Ishii
  - **Layla Dargahi**, appointed by CM Terry Taplin, District 2
  - **Dennis Uyat**, appointed by CM Ben Bartlett, District 3
  - **Philip Monrad**, appointed by CM Igor Tregub, District 4
  - **Sandra Curtis**, appointed by CM Brent Blackaby, District 6
  - **Swasti Johri**, appointed by CM Cecilia Lunaparra, District 7
  - **VACANT**, appointed by CM Mark Humbert, District 8
- 5:35 pm 2. Approve Meeting Agenda and Order of Agenda Items
- 5:40 pm 3. Approve Draft Action Minutes:
- November 21, 2024 Regular Meeting\*
- 5:45 pm 4. Public Comment on Items Not on the Agenda  
*Speakers are allotted up to two minutes. Speakers may be allotted less time at the discretion of the Chair.*
- 5:55 pm 5. Commissioner Announcements  
*Commissioners may make general announcements; no action will be taken.*
- 6:00 pm 6. Staff Updates

### DISCUSSION AND ACTION ITEMS:

*Members of the public may provide comments at the end of each discussion item and prior to the vote of the Commission on any action items. Speakers are allotted up to 2 minutes.*

- 6:15 pm 1. Discuss Upcoming Commissioner Elections Happening at the February Commission Meeting
- 6:25 pm 2. Presentation, Q & A, and Discussion by the Green Building Subcommittee about Progress Towards a Green Building Ordinance

- 7:05 pm 3. Report out from the Special Events Subcommittee
- 7:20 pm 4. Discuss Future Agenda Items
- 7:30 pm 5. Adjournment

**INFORMATION ITEMS:**

*Information items may be moved to discussion but no action will be taken*

1. **California Zero Waste Plan recording, from Christienne's presentation at the November commission meeting:**
  - a. [Video recording](#)
  - b. [Presentations](#)
2. **Introduction to Zero Waste Class**
  - a. January 29, 9am-1pm PST
  - b. <https://zerowasteusa.org/introduction-to-zero-waste/>
  - c. Discounts available - contact Education Program Director Amanda Rice Waddle ([amanda@zerowasteusa.org](mailto:amanda@zerowasteusa.org))

**COMMUNICATIONS:**

*Communications from the public are included as links or attachments in the agenda packet.*

1. \***Takeaways from the Strategic Dialogue on Reuse Infrastructure - Driving the Future of Reuse Infrastructure: Policy, Investment, and Industry Perspectives**
2. \***Information about Cyclei's Berkeley Home Collection of Reusables Pilot**

\*Indicates material included in the agenda packet

\*\* Indicates material to be available at the meeting



**ADA Disclaimer:** This meeting is being held in a wheelchair-accessible location. To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services Specialist at 981-6418 (V) or 981-6347 (TDD) at least three business days before the meeting date. Please refrain from wearing scented products to this meeting.

**SB 343 Disclaimer:**

Any writings or documents provided to a majority of the Commission regarding any item on this agenda will be made available for public inspection at the Public Works Department located at the address below.

**Communications Disclaimer:**

Communications to Berkeley boards, commissions or committees are public record and will become part of the City's electronic records, which are accessible through the City's website. Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record. If

Internal

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**Commission Secretary:**

Julia A. Heath, Recycling Program Manager,  
Zero Waste Division, 1201 Second St. Berkeley, CA 94710  
510-981-6357  
[jheath@berkeleyca.gov](mailto:jheath@berkeleyca.gov)

## MINUTES

The meeting was convened at 5:31p.m. with Steven Sherman presiding as Chair.

### **ROLL CALL**

Present: Layla Dargahi, Swasti Johri, Corey Busay, Sandra Curtis, Philip Monrad, Chrise de Tournay, Steven Sherman

LOA: Dennis Uyat

Absent:

**STAFF PRESENT:** Julia A. Heath

**MEMBERS OF THE PUBLIC PRESENT:** 4

**PUBLIC COMMENTS (on non-agenda items):** 2

### **ACTION MINUTES:**

- **Approval of the November 21, 2024 Regular Meeting Agenda**  
Action Taken: M/S/C (de Tournay/Sherman) to approve the November 21, 2024 meeting agenda.  
Ayes: Unanimous; Abstain: None; Absent: Dennis Uyat
- **Approval of the October 17, 2024 Regular Meeting Minutes**  
Action Taken: M/S/C (Curtis/Monrad) to approve the October 17, 2024 meeting minutes.  
Ayes: Unanimous; Abstain: None; Absent: Dennis Uyat
- **Public Comment**  
0 public comment. No Action Taken.
- **Commissioner Announcements**  
Discussion only. No Action Taken.
- **Staff Updates**  
Discussion only. No Action Taken.
- **Presentation by Berkeley Recycling – Update on Current Operations**  
Discussion only. No Action Taken.  
**Public Comment: 0**
- **Presentation about New Legislation That Will Help Address CA Waste Challenges – Chrise de Tournay**  
Discussion only. No Action Taken.  
**Public Comment: 0**

- **Report out from the Green Building Subcommittee**

Discussion only. No Action Taken.

**Public Comment: 0**

- **Discussion Legislative Updates**

Discussion only. No Action Taken.

**Public Comment: 0**

- **Discuss Future Agenda Items**

**Public Comment: 0**

- Presentation about History of Plastics and Copenhagen by Commissioner Sandra Curtis
- Ecology Center Update
- Inviting Susan Collins, president of the Container Recycling Institute to give a presentation on Bottle Bills
- Discuss including an informational Zero Waste insert in all City of Berkeley issued residential leases.

- **Motion to extend the meeting by 5 minutes**

M/S/C (de Tournay/Monrad) to extend the meeting by 5 minutes

Ayes: Unanimous; Abstain: None; Absent: Dennis Uyat

- **Adjournment at 7:35 p.m.**

M/S/C (de Tournay/Monrad) to adjourn the meeting.

Ayes: Unanimous; Abstain: None; Absent: Dennis Uyat

The next regular meeting of the Zero Waste Commission will be held on Thursday, January , 2024 at 5:30 p.m. in person at City of Berkeley Corporation Yard (Ratcliff Building, Willow Room) 1326 Allston Way, Berkeley.

Respectfully Submitted

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Julia A. Heath, Secretary



## Curbside Collection of Reusable Packaging Pilot - Berkeley, CA

### Goals:

- 1) Simplify and lower the cost of returning reusable products.
- 2) Show that convenient curbside pick-up boosts adoption and circulation of reusables.
- 3) Prove home collection shortens cycle time, reducing costs closer to single-use options for ALL stakeholders.

**Our technology:** The Cyclei platform facilitates curbside pick-up of reusable packaging through public and private haulers, providing weekly returns to your refill facility. Our integrated system offers comprehensive return logistics management, tracking, and reporting. With Cyclei's innovative "ReDeposit" feature, instant deposit returns are available for circular packaging models.

**Mission:** To revolutionize the reuse economy by providing seamless return logistics and technology solutions that make reusable packaging as convenient as disposables, driving better sustainability and reducing waste.

### How it works:



Cyclei provides all participating stakeholders with detailed return logistics data, analysis, cost insights, and impact metrics.

### Pilot:

- City-wide collection of reusable packaging for Berkeley, CA residents starting January, 2025
- Open reusable packaging providers with customers who are residents of the City of Berkeley
- Open to households in dwellings with four or less units.
- Phase I will include up to 1000 households, and 5- 10 retailers/brands/reuse service providers

### Timeline

- Pilot Phase I: January - June 2025, Phase II: July onward
- Retail/brand onboarding: Now - December;

### Why participate?

- Simplify and lower the costs associated with reusable packaging returns
- Provide easy and effortless return options that will significantly **boost new customer adoption** and **return rates**
- Receive returned packaging quicker, and more frequently and consistently.
- Let us handle the return logistics, and gain full visibility and detailed data on the return logistics of your reusable containers
- Optimize your circular packaging loop, and realize a reduction in packaging expenses by 10-20% after break-even point
- Reach waste reduction and ESG goals quicker and at higher levels

resident/household onboarding: November and ongoing

**Current Partners:**

- City of Berkeley
- Ecology Center,
- Three-stone Hearth
- Deliverzero
- Muuse
- Boox
- Revino

**Impact:** With the added convenience of home returns, we anticipate an increase in reusable packaging use by Berkeley residents of 15-20% and a return rate above 90%, resulting in the elimination of 50,000+ single-use containers and an inclusive carbon reduction of 70% compared to disposable.

**Scaling:** Our model and tech platform are designed to scale easily and rapidly, with a full implementation for Berkeley following the pilot and expansion into 2-3 additional municipalities within the SF Bay area in the second half of 2025.



**Contact:** [Mitch@Cyclei.eco](mailto:Mitch@Cyclei.eco) and [Cher@cyclei.eco](mailto:Cher@cyclei.eco)

Cyclei is a collaborative of consumers, retailers, waste haulers, wash hubs and reusable packaging providers, working together to scale the circular economy by creating effortless returns for circular packaging. Our vision is a future where reusable packaging and products replace disposables, and a circular economy built on inclusive partnerships that prioritize our communities and the environment. Cyclei is a woman-led Cooperative business. v.4

**Cyclei.eco**

# TIRED OF PACKAGING WASTE?

Cyclei, in collaboration with the City of Berkeley, The Ecology Center and local and national food and eCommerce stores is offering curbside collection of any reusable and refillable containers for Berkeley households FREE-OF-CHARGE.

This is not a recycling service, but a groundbreaking opportunity to study how reusable and refillable packaging reduces waste and carbon emissions, with the convenience of home returns.

## HOW IT WORKS

1

### SIGN-UP

Enroll in home collection service (FREE), be accepted (based on household location and number of units on property), and pay a one-time onboarding fee of \$15 (discounted from \$25) Fee includes a washed Cyclei bag each week for 6 months.

#### SIGN-UP:

[www.cyclei.eco/sign-up](http://www.cyclei.eco/sign-up)



2

### VISIT PARTICIPATING RETAILERS

Ask for reusable take-out containers and/or reusable shipping packaging at any of the participating restaurants and other retailers. **Visit [Cyclei.eco](http://Cyclei.eco) to view partners**



3

### RETURN AT HOME

Place used containers in Cyclei bag, bring out to curbside on garbage day, clip onto your recycling bin (clip included) and we do the rest!



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## Reuse Portal: Strategic Dialogue

Pre-Read for Participants

### Driving the Future of Reuse Infrastructure: Policy, Investment, and Industry Perspectives

Wednesday 20 November 2024 at 10:00 – 11:00 EST / 16:00 – 17:00 CET (Virtual Session)

*This session is part of the World Economic Forum's Centre for Nature and Climate.*

#### Overview

Plastic waste harms our planet, people and economies. With half of all plastics made for single use and only 9% recycled, the challenge is vast. Beyond pollution, plastic production raises carbon emissions and impacts human health. Economically, single-use packaging loses 95% of its value when it is disposed after its initial use, equating to around \$100 billion annually.

Recycling alone will not solve the plastic pollution crisis and new, innovative solutions are much needed. To successfully accelerate a systemwide transition towards reusable packaging, public-private sector collaboration will be crucial in scaling shared infrastructure, which can significantly decrease costs and environmental impacts.

#### Why Reuse Infrastructure matters

The Ellen MacArthur Foundation's report, *Unlocking a Reuse Revolution: Scaling Returnable Packaging*, highlights the immense potential of transitioning from single-use to reuse models in reducing plastic pollution. By 2040, such models could cut annual plastic leakage into the ocean by over 20%. Also, the report indicates that a return system designed through collaboration, featuring standardized packaging and shared infrastructure, can achieve cost parity at scale for both beverage and personal care products. In the System Change scenario, the total cost per unit of utility for returnable plastic beverage bottles and personal care bottles is 6% and 10% lower, respectively, compared to single-use alternatives.

The development of reusable packaging infrastructure can drive economies of scale, lower material costs over time, and unlock new revenue opportunities. Reuse infrastructure can also foster consumer engagement and brand loyalty. The report highlights that a systems-change approach could enable a 40% shift of plastic packaging to reuse within a highly shared infrastructure system.

#### The Importance of Finance in Reuse Infrastructure

Finance is crucial because it provides the capital needed to overcome the high upfront costs of establishing reusable packaging systems. It also ensures the scalability and long-term sustainability of reuse models by attracting investment, enabling innovation, and supporting operational expenses. Without adequate financing for infrastructure, the transition to reuse will be slow, fragmented, and unlikely to achieve the economies of scale necessary for widespread adoption.

#### Purpose of Hosting This Dialogue

The Reuse Portal is hosting this dialogue to deepen understanding of the key challenges and opportunities associated with reuse infrastructure financing. It also explores the need for a dedicated working group on reuse infrastructure financing.

## Session Objectives and Speakers

### Objectives

- Share financing models and policy frameworks essential for building reusable packaging infrastructure.
- Highlight inspiring case studies of small-scale public-private collaborations in reuse infrastructure.

### Session Speakers

- [Session Facilitator] **Thom Almeida**, Lead, Circular Economic Systems, World Economic Forum
- [Opening Remarks] **Aisha Stenning**, Lead, Plastic Initiative, Ellen MacArthur Foundation
- [Panel Moderator] **Llorenç Milà i Canals**, Head of the Secretariat of the Life Cycle Initiative, United Nations Environment Programme
- [Panellist] **Crystal Dreisbach**, Chief Executive Officer, Upstream
- [Panellist] **Valentin Fournel**, Director for Ecodesign and Reuse, CITEO
- [Panellist] **Helen Kao**, Director, Global Reusables, Starbucks
- [Panellist] **Carolina Lobel**, Senior Director, The Center for the Circular Economy, Closed Loop Partners

## Reuse Portal: Strategic Dialogue: Meeting Outcomes

### Driving the Future of Reuse Infrastructure: Policy, Investment, and Industry Perspectives

Wednesday 20 November 2024 at 10:00 – 11:00 EST / 16:00 – 17:00 CET (Virtual Session)

*This session is part of the World Economic Forum's Centre for Nature and Climate.*

#### Key Takeaways from Opening Remarks

A participant highlighted the critical role of reuse systems in addressing plastic waste and pollution, emphasizing findings from key research on the topic. Transitioning to reuse models was noted as a way to reduce annual plastic leakage into oceans by over 20% by 2040 and decrease virgin plastic usage, though significant challenges persist. Currently, only 1.3% of plastic packaging is reusable, underscoring the need for systemic change to move away from a linear economy dominated by single-use options.

It was observed that two key reuse models—refill systems (customer-owned packaging) and return systems (professionally cleaned packaging)—offer considerable environmental and economic benefits. For instance, pooled packaging systems achieving a 40% market share and 15 reuse loops could reduce GHG emissions by 69% and cut costs by 6% compared to single-use alternatives. Achieving such scale requires shared infrastructure, standardized packaging, and effective incentives to promote high return rates.

The participant also noted that fragmented efforts in this space remain costly and less effective, and regulatory measures such as carbon taxes or extended producer responsibility (EPR) could play a critical role in achieving cost parity, particularly for food packaging. Collaborative efforts among businesses, policymakers, and financial institutions were emphasized as essential to de-risk investments and establish shared sorting and cleaning centers. These collaborative systems, whether led by startups, brands, or consortia, were described as foundational to scalable and efficient reuse infrastructure.

#### Key Discussion Points and Takeaways from Panel Discussion

##### 1. Infrastructure and Policy Synergy

- **Robust Infrastructure:** Reuse systems depend on interoperable infrastructure such as wash hubs, logistics, and workforce.
- **Policy as an Enabler:** Policies like EPR laws and circular economy legislation are essential to finance and incentivize reuse systems.

##### 2. Financing Mechanisms

- **Initial Investments:** Heavy upfront investments are needed to establish infrastructure, with gradual reductions as systems mature.
- **Industry and Policy-Led Funding:** Private sector investment coupled with EPR and outcomes-based financing de-risks and accelerates scaling.

##### 3. Public-Private Partnerships

- **Collaborative Frameworks:** Strong partnerships among governments, NGOs, industries, and civic groups are pivotal.
- **Case Study: Petaluma Reuse Project:** Demonstrated success through early collaboration, centralized washing services, and widespread community engagement.

#### 4. Global Adaptation of Reuse Systems

- **Localized Approaches:** Strategies vary by region, with France leveraging policy mandates and North America emphasizing public-private collaboration.
- **Universal Principles:** Foundational elements like scaling, collaboration, and policy incentives apply globally.

#### 5. Sector-Specific Strategies for Scaling

- **High-Volume Venues:** Initial efforts target controlled environments like sports arenas and citywide initiatives for impactful adoption.
- **Retail Sector:** Collaborative efforts are being made to address reuse in food products—a particularly challenging sector.
- **Readiness Index:** Tools to identify sectors best positioned for reuse transitions help streamline efforts.

#### 6. Operational Simplicity and Consumer Behavior

- **Ease of Use:** Simplified return systems and accessible infrastructure drive higher adoption rates.
- **Behavioral Incentives:** Consumer awareness campaigns, rewards, and convenience are central to fostering reuse culture.

#### 7. Economic, Social, and Environmental Impact

- **Workforce Development:** Reuse systems create jobs, linking economic growth to environmental benefits.
- **Cost Parity Goal:** Long-term efforts aim to achieve cost parity with single-use systems within a decade.
- **Environmental Outcomes:** Large-scale reuse initiatives prevent significant waste from reaching landfills.

#### Next Steps

- **Working Group on Reuse Infrastructure:** World Economic Forum to build and convene a multistakeholder working group that will focus on advancing the agenda of reuse infrastructure across economies.
  - Evaluating the right stakeholders to bring together, determining the group's focus and operations, and identifying and prioritizing those who can form a high-ambition alliance to address reuse infrastructure for plastic packaging.