



A Public Agency

RethinkWaste 2025-2034 Long Range Plan

SBWMA Board of Directors
November 21, 2024

Long Range Plan Period



Plan Development

Feedback/Key Comments

- Mission & Vision
- Targets, milestones and performance indicators
- Layout
- Annual progress reports
- Year 3 & 6 Plan review check-ins

DATE	MEETING OR ACTIVITY
March 28	Board of Directors Retreat
May 7	Legislative Committee meeting
May 9	TAC meeting
May 13	Contractors (Recology & SBI) meeting
June 11	Finance Committee meeting
June 17	Public Education Committee meeting
July 25	Zero Waste Committee meeting
September 3	Committees and Contractors receive first draft of Plan
September 10	Finance Committee meeting
September 12	Recology & SBI meeting
September 12	TAC meeting
November 21	Board of Directors meeting

Vision & Mission

Previous Mission Statement

To serve as solid waste industry leaders in public health, safety and environmental stewardship by providing our ratepayers with innovative cost-effective zero waste programs and Member Agency climate action plan alignment through education, engagement, infrastructure and policy development.



Guiding Principles

Leadership

Financial Sustainability & Stability

Environmental Stewardship

Transparency

Education

Economically Sustainable Materials Management System

Collaboration

Compliance

High-Quality Services

Zero Waste Principles

Innovation

Safety

Agency's Triple Zero Waste Vision

1

Eliminate the disposal of **recyclable and organic materials** at landfills.

2

Reduce **plastic use** and advocate for all **plastics to be recyclable**.

3

Minimize collection and operation **greenhouse gas emissions**.

Long Range Plan Goals



A WASTE REDUCTION AND REUSE

B COLLECTION OPERATIONS

C FACILITY OPERATIONS AND MATERIAL HANDLING/PROCESSING

D SOLID WASTE PROGRAM TECHNICAL MANAGEMENT

E LONG-TERM SYSTEM INTEGRITY:
FINANCIAL SUSTAINABILITY & STABILITY

Acknowledgements

MEMBER AGENCY	BOARD OF DIRECTORS MEMBER	COMMITTEE MEMBER
Belmont	Tom McCune, Council Member (Z)	Nisha Patel, Public Works Director (TAC); Grace Castaneda, Finance Director (F)
Burlingame	Michael Brownrigg (Vice Chair), Council Member (F)(Z)	Sigalle Michael, Sustainability Coordinator (TAC)
East Palo Alto	Carlos Romero, Council Member (P)	Richard Perez, Utility Manager (TAC)
Foster City	Jon Froomin, Council Member (F)(P)(Z)	Andra Lorenz (TAC Chair), Senior Management Analyst (P)
Hillsborough	Al Royse, Council Member (F)(L)	Jan Cooke, Finance Director (TAC)
Menlo Park	Betsy Nash, Council Member (P)	Brittany Mello, Administrative Services Director (TAC)
Redwood City	Alicia Aguirre, Council Member	Adrian Lee (TAC Vice Chair), Public Works Superintendent; Vicki Sherman, Public Works (P)
San Carlos	Adam Rak (Chair), Council Member (L)(Z)	Steven Machida, Public Works Director (TAC); Rebecca Mendenhall, Finance Director (F)
San Mateo	Adam Loraine, Council Member (L)(Z)	Jack Johnson, Waste Management Supervisor (TAC); Siliva Pa'uli, Solid Waste Recycling Programs Coordinator (P)
Unincorporated San Mateo County	Warren Slocum, President (L)	Gordon Tong, Resource Conservation Program Manager (TAC) (P)
West Bay Sanitary District	Fran Dehn, President	Sergio Ramirez, District Manager (TAC)

Committees: Finance Committee (F), Legislative Committee (L), Public Education and Outreach Committee (P), Technical Advisory Committee (TAC), Zero Waste Committee (Z).

- RethinkWaste Staff
- Recology
 - Carl Mennie
 - John Zirelli
- SBI
 - Chris Valbusa
 - Dwight Herring
 - Kent Kenney

