



BOARD OF DIRECTORS

MEETING HIGHLIGHTS

April 15, 2021

COMMUNITY BASED SOCIAL MARKETING SERVICES

To meet the requirements of both Assembly Bill 1826 and Senate Bill 1383 the Authority is looking to influence lasting behavioral changes related to new organics recycling programs. To assist the Authority in transition from standard marketing services to a targeted behavioral change approach, a contract was awarded to Action Research for Community Based Social Marketing Services. Action Research is a behavior change consulting firm that specializes in the application of marketing and social science research for outreach programs.

UPDATE ON THE SUN STREET TRANSFER STATION RELOCATION PROJECT AND THE CITY OF SALINAS' ONE YEAR NOTICE OF INTENT TO WITHDRAWAL

Meetings between Authority staff and City of Salinas staff have continued to identify key components needed to move forward with the non-binding agreement for a public/private partnership for the potential relocation of the Sun Street Transfer Station public service operations. The City of Salinas (City) City Manager addressed the Board regarding the priority of the City to come to an agreement with the Authority. He indicated the City is currently in contract negotiations with Republic Services, the City's waste hauler, and is expected to conclude the negotiations within the next 90 days. The resolution of the waste haulers negation will allow for the progress of the relocation project to move forward.

DISPOSAL AND SERVICE FEES EFFECTIVE JULY 1, 2021 AND FISCAL YEAR 2021-22 OPERATING BUDGET

After careful consideration of the two options presented to the Board at the March meeting, a second public hearing was held. The Board approved the Fees and Rates effective July 1, 2021 that included the increase in the AB 939 fees that will offset the shortfall for the City of Salinas due to delays in adjusting its Organics process rate to equalize it with the other members. The Board requested in writing from the City of Salinas its commitment to resolve the equalization of the Organics processing rates within the next twelve months. The City of Salinas representatives agreed to the Boards request. Subsequently, the \$20,525,000 Operating Budget for the fiscal year 2021-22 was approved. The budget will fully fund ongoing capital, regulatory, and

FY 2021-22 Projected Total Budget Increase	
Payroll Increases (Net)	332,900
Insurance	239,400
SB 1383 Implementation	208,000
Organics Program	49,200
Fuel	32,500
State and Regional Fees	30,500
All Other Increases / (Decreases)	(15,200)
Total Operating Budget Increase	\$ 877,500

operational obligations, including two new positions and is funded with the sustained increases of solid waste tonnage, with no increases for solid waste tipping fees, but increases to AB 939 program fees, and diversion programs tipping fees.

Projected Revenue Increase	
Organics - Salinas	481,000
Organics	318,000
ADPP Fee	307,000
Transportation Surcharge	134,000
Construction and Demolition	(190,000)
All Other Revenue Changes	(1,250)
Total Revenue Increase	\$ 1,062,000

FINANCIAL REPORT FOR MONTH ENDED FEBRUARY 2021 (66% OF THE FISCAL YEAR)

Revenue collected	\$ 15,943,975 (71.8% of Estimated Revenue of \$21,644,200)
Expenditures for operations	\$ 13,286,557 (67.0% of Operating Budget of \$19,137,200)
Cash balance	\$ 30,595,420

REDUCE REUSE RECYCLE

"To manage Salinas Valley solid waste as a resource, promoting sustainable, environmentally sound and cost-effective practices through an integrated system of waste reduction, reuse, recycling, innovative technology, customer service, and education."