



## Bay Area League Day

# Reduce, Reuse, Recycle: Taking It to the Next Level

An environmental forum on policy, technology, and you

Sponsored by StopWaste.Org



and the East Bay  
Municipal Utility District



**Saturday, January 29, 2011**  
**MetroCenter Auditorium**  
**101 Eighth Street, Oakland**

**9:00-9:30 REGISTRATION & BREAKFAST**

**9:30-10:00 KEYNOTE ADDRESS**

**Dan Reicher, Steyer-Taylor Center for Energy Policy and Finance at Stanford University**  
**Renewables for Success: Engineering Our Lives to Reduce, Reuse, Recycle**

**10:00-11:00 MORNING PANEL ONE**

**Arthur Rosenfeld, Former California Energy Commissioner**  
**California Energy Commission Programming**

**Richard Sinkoff and Douglas Herman, Port of Oakland**  
**Port Sustainability**

**Jo Zientek, City of San Jose Zero Waste Program**  
**Municipal Waste Reduction Programming**

**11:00-12:00 MORNING PANEL TWO**

**Lori Steere, East Bay Municipal Utility District**  
**Water Recycling**

**Jaimie Levin, Alameda-Contra Costa Transit District**  
**Hydrogen and Other Alternative Fuels for Transit**

**Damian Breen, Bay Area Air Quality Management District**  
**Electric Vehicle Charging Infrastructure**

**12:00-1:00 LUNCH**

**1:00-2:00 AFTERNOON PANEL**

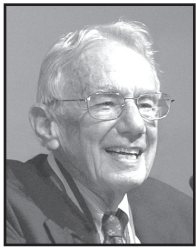
**Nate Ivy, Alameda County Service Learning Waste Reduction**  
**Community Service, Recycling, and Students**

**Wendy Sommer, StopWaste.Org**  
**Energy Upgrades and Greening Your Home**

## **BACKGROUND INFORMATION ON TODAY'S SPEAKERS**



**DAN REICHER** is the executive director of the new Steyer-Taylor Center for Energy Policy and Finance at Stanford University. He was most recently director of Climate Change and Energy Initiatives at Google. A member of the Obama transition team, he served as assistant secretary of energy for energy efficiency and renewable energy during the Clinton administration. Reicher was co-founder of New Energy Capital Corp., a private equity fund specializing in clean energy. He has previously served as an assistant attorney general for environmental protection in Massachusetts, a legal assistant in the hazardous waste section of the Justice Department, and a senior attorney at the Natural Resources Defense Council.



**ARTHUR ROSENFELD** served on the California Energy Commission from 2000 until 2010, and was responsible for its Public Interest Energy Research Program while collaborating with the California Public Utilities Commission to oversee California's Energy Efficiency Program. He served as senior advisor to the U.S. Department of Energy's Assistant Secretary for Energy Efficiency and Renewable Energy from 1994 to 1999, and prior to that led the Center for Building Science at Lawrence Berkeley National Laboratory. In 2006, he received the Enrico Fermi Award for his contributions to energy efficiency, and in 2010 he was elected to the U.S. National Academy of Engineering.



**RICHARD SINKOFF** is the director of Environmental Programs and Planning at the Port of Oakland. He leads the Port's efforts to ensure the highest standards of regulatory compliance and environmental performance, improving responsiveness to environmental concerns raised by the community and Port customers, increasing the Port's capacity to respond to emerging environmental regulations, policies and conditions, and promoting the Port's strategic alignment efforts. Prior to joining the Port in 1992, he worked as a city planning and environmental planning consultant for cities and counties throughout Northern and Southern California.



**DOUGLAS HERMAN** has been an environmental scientist for the Port of Oakland since 1996. He performs environmental review and compliance activities at the North Field of Oakland International Airport and the Commercial Real Estate Areas of the Port. He is the coordinator of the Materials Management Program, which has managed and recycled over 600,000 yards of construction debris since its beginning in 2004. Herman was also essential in developing the Port's Hazardous Materials Management Program, Underground Storage Tank Program, and Asbestos Compliance Program. He developed and managed the Port's Clean Water Program for more than 10 years.



**JO ZIENTEK** is the deputy director for San Jose's Integrated Waste Management Division. She has 16 years of waste management experience, including playing a key role in developing and implementing San Jose's Green Vision. She also leads the implementation of the City's Zero Waste Strategic Plan 2022. Zientek has led a wide range of waste diversion efforts, including the country's largest privatized residential recycling system, Go-Green Schools environmental education, the City's first home composting program, and the Agriculture in Partnership market development initiative for urban-generated compost.

## **BACKGROUND INFORMATION ON TODAY'S SPEAKERS (CONTINUED)**



**LORI STEERE** promotes the use of recycled water on behalf of the East Bay Municipal Utility District, where she has been working as a community affairs representative since 1999. Lori serves as the developer and manager for EBMUD's Recycled Water Irrigation Customer-Training Project, for which she produced two videos and a comprehensive customer training manual. This training program has won four awards at the local, state, and national levels. Lori also originated EBMUD's national-award-winning Horticultural Site Evaluation Program for recycled water irrigation customers.



**JAIMIE LEVIN** has been with the Alameda-Contra Costa Transit District since 1998, and began developing alternative fuels policy for the agency in 1999. He is responsible for a range of program activities, including alternative fuels development, environmental policy, and renewable and sustainable program initiatives. He is the program manager for the development of AC Transit's Hydrogen Fuel Cell Hybrid Bus Program. He sits on the Fuel Cell and Hydrogen Energy Association's Policy Committee, and he is AC Transit's representative to the California Fuel Cell Partnership. Levin is also a member of the Advisory Board of UC Berkeley's Transportation Sustainability Research Center.



**DAMIAN BREEN** is director of the Strategic Incentives Division for the Bay Area Air Quality Management District, an organization that distributes over \$80 million annually to assist businesses and public agencies to achieve early emissions reductions by voluntarily upgrading their equipment. Prior to heading this division, he served for 10 years in the Air District's Compliance and Enforcement Division. Before coming to the Air District, Breen worked in the environmental section of the Home Savings of America Bank in California and as an environmental consultant at ATC Associates in New York City.



**NATE IVY** serves as the regional lead for Service-Learning in the San Francisco Bay Area and coordinates the environmental Service-Learning Waste Reduction Project for secondary schools in Alameda County. Prior to joining the Alameda County Office of Education, he taught American Studies at Irvington High School. He is co-chair of the Diversity and Social-Justice Committee of the California Council for the Social Studies and serves on the Alameda County Recycling Board of StopWaste.Org.



**WENDY SOMMER** is a principal program manager at StopWaste.Org. She leads the agency's Product Decisions Group, which strives for maximum waste reduction by influencing decisions about what products to manufacture or purchase. During her 19 years with the agency, Sommer established the Green Building in Alameda County Program, including development of model green building policies and ordinances. The green building guidelines formed the basis of GreenPoint Rated, the residential green rating program endorsed by public agencies and the building industry throughout California. She also managed the construction of StopWaste.Org's \$6.5 million LEED Platinum office building.

## **ABOUT THE LEAGUE OF WOMEN VOTERS**

**The League of Women Voters is a national organization that encourages informed and active participation in government, and influences public policy through education and advocacy. The goal of the League of Women Voters is to empower individuals to shape better communities worldwide.**

**The League neither supports nor opposes political candidates and parties, but does take action on issues. League membership is open to everyone.**

## **ABOUT THE LEAGUE OF WOMEN VOTERS OF THE BAY AREA**

**The League of Women Voters of the Bay Area is a regional inter-league organization comprised of all the local Leagues in the nine Bay Area counties (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma). Currently, this covers 4,000 members in 20 local Leagues (Alameda; Berkeley/Albany/Emeryville; Benicia; Cupertino/Sunnyvale; Diablo Valley; Eden Area; Fremont/Newark/Union City; Livermore/Amador Valley; Los Altos/Mountain View Area; Marin County; North & Central San Mateo County; Oakland; Palo Alto; Piedmont; San Francisco; San Jose/Santa Clara; Sonoma County; South San Mateo County; Southwest Santa Clara Valley; and West Contra Costa County).**

**The League of Women Voters of the Bay Area carries out study and action on region-wide problems and issues. It also serves as a facilitator of and vehicle for inter-League communication among local Leagues in the Bay Area.**

**The League of Women Voters of the Bay Area has two separate and distinct roles:**

**Voter Service/Citizen Education – We present unbiased nonpartisan information about elections, the voting process, and issues. To conduct our voter service and citizen education activities, we use funds from the League of Women Voters Bay Area Education Fund, which is a 501(c)(3) corporation, a nonprofit educational organization.**

**Action/Advocacy – We are nonpartisan, but, after study, we use our positions to advocate for or against particular policies in the public interest. The League of Women Voters, a membership organization, conducts action and advocacy and is a nonprofit 501(c)(4) corporation.**

### **LEARN MORE ONLINE:**

**League of Women Voters (National)**

**[www.lwv.org](http://www.lwv.org)**

**League of Women Voters of California**

**[www.lwvc.org](http://www.lwvc.org)**

**League of Women Voters of the Bay Area**

**[www.lwvbayarea.org](http://www.lwvbayarea.org)**