

waste REDUCTION

2005 • THE URBAN ENVIRONMENTAL ACCORDS • 2012

Zero Waste
Manufacturer Responsibility
Consumer Responsibility

Oakland: Sustainable City

A place where we can meet our current needs while ensuring that our children and grandchildren can live rewarding and healthy lives in the future



City of Oakland
Public Works Agency

Legislation / Policy

- 1989 - AB939 25% solid waste diversion by 1995 and 50% diversion by 2000
- 1990 - Alameda County Measure D – 75% goal
- 1998 - Oakland Sustainable Development Initiative
- 2002 - Oakland adopts 75% by 2010 goal
- 2005 - Urban Environmental Accords adopted
- 2006 - Oakland adopts Zero Waste by 2020 goal

Major Programs

1992 – Citywide curbside recycling collection

1995 – Bi-weekly yard trimmings collection

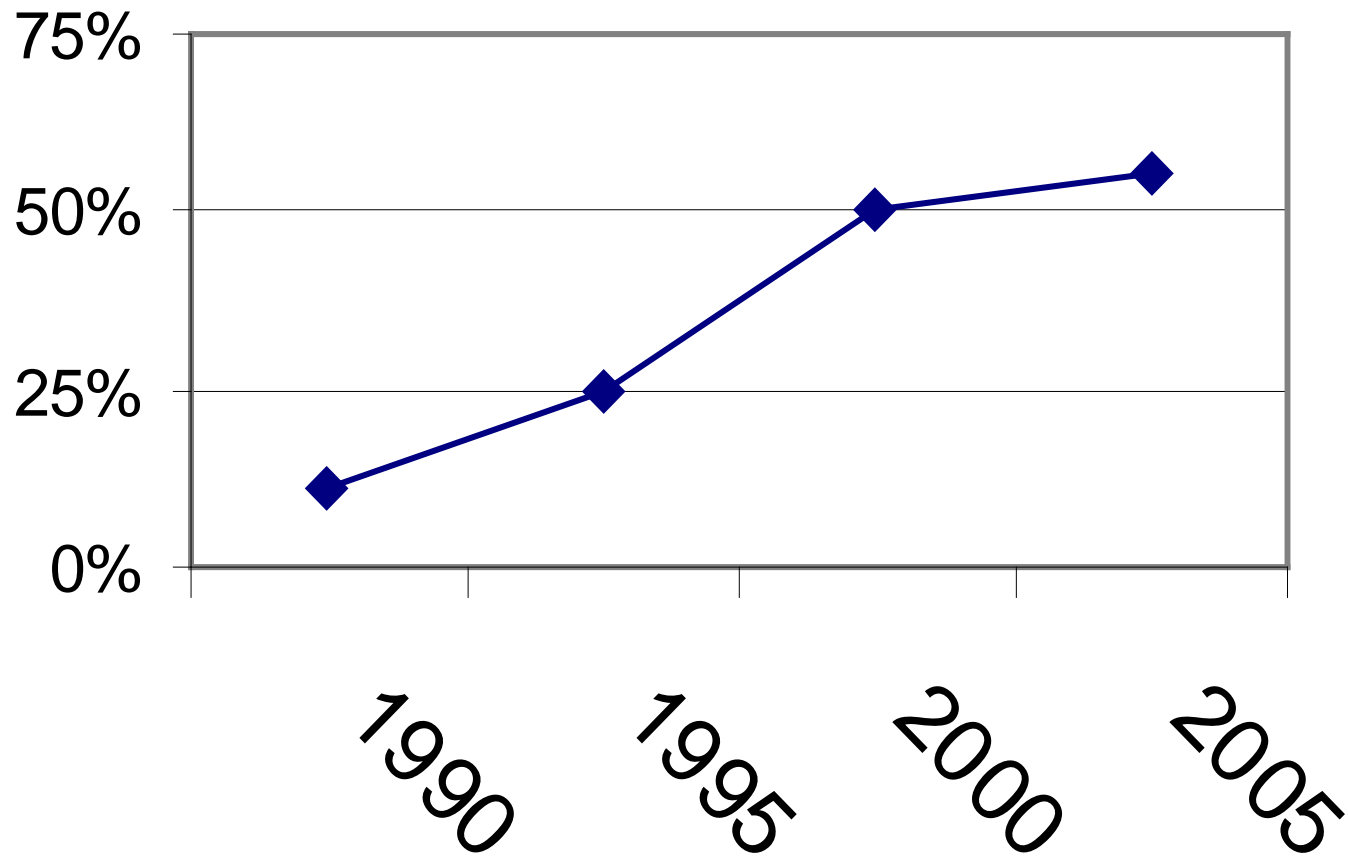
2000 – Construction/Demolition recycling ordinance

2005 – Weekly unlimited yard trimmings

Food scraps recycling

One-Cart recycling

Oakland Waste Diversion





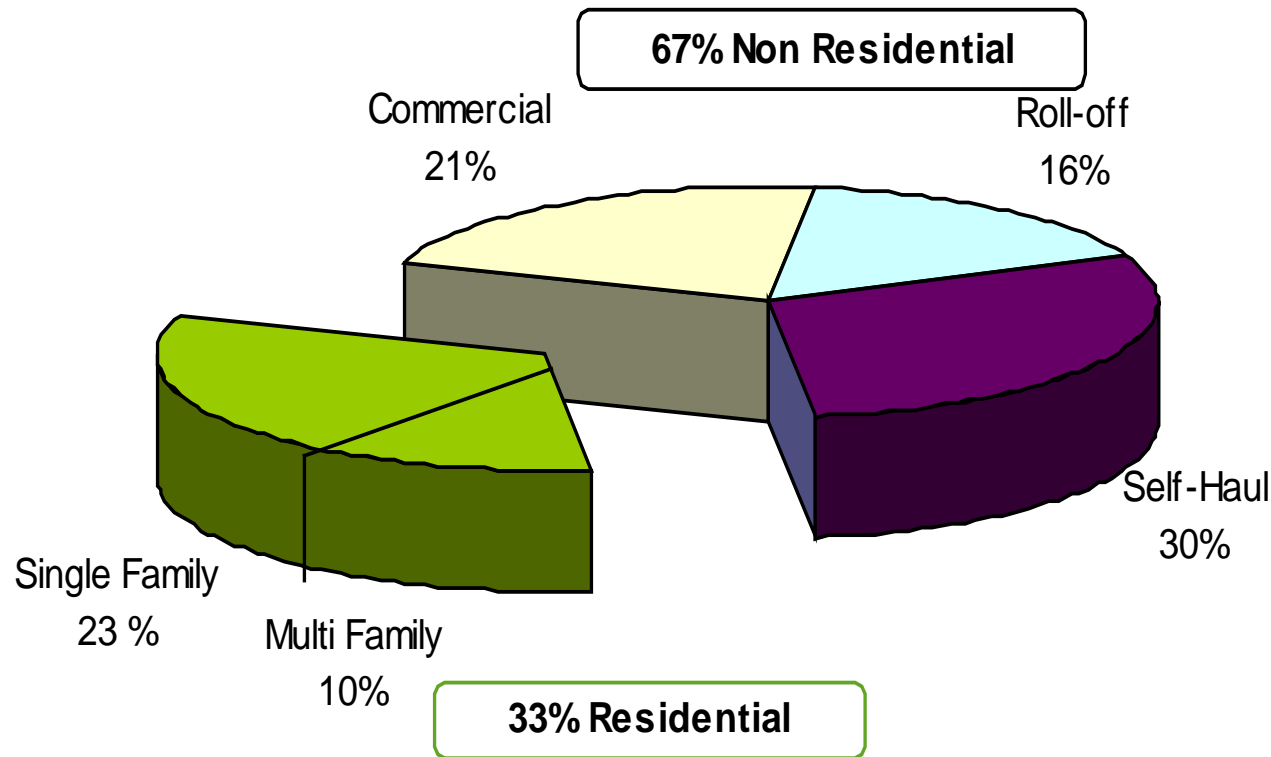
Public Participation Process to solicit input on Plan development

- Public Meetings: Jun 28, July 19, Sept 20
- Sustainable Business Leaders: Jun 29
- Meetings included:
 - Introduce Oakland's Zero Waste Goal
 - Review possible strategies
 - Receive comments on proposed strategies
- 5 strategies emerged

Strategy #1

More Recycling and Composting

Oakland's 400,000 Tons/Year Disposal by Sector





Strategy #1

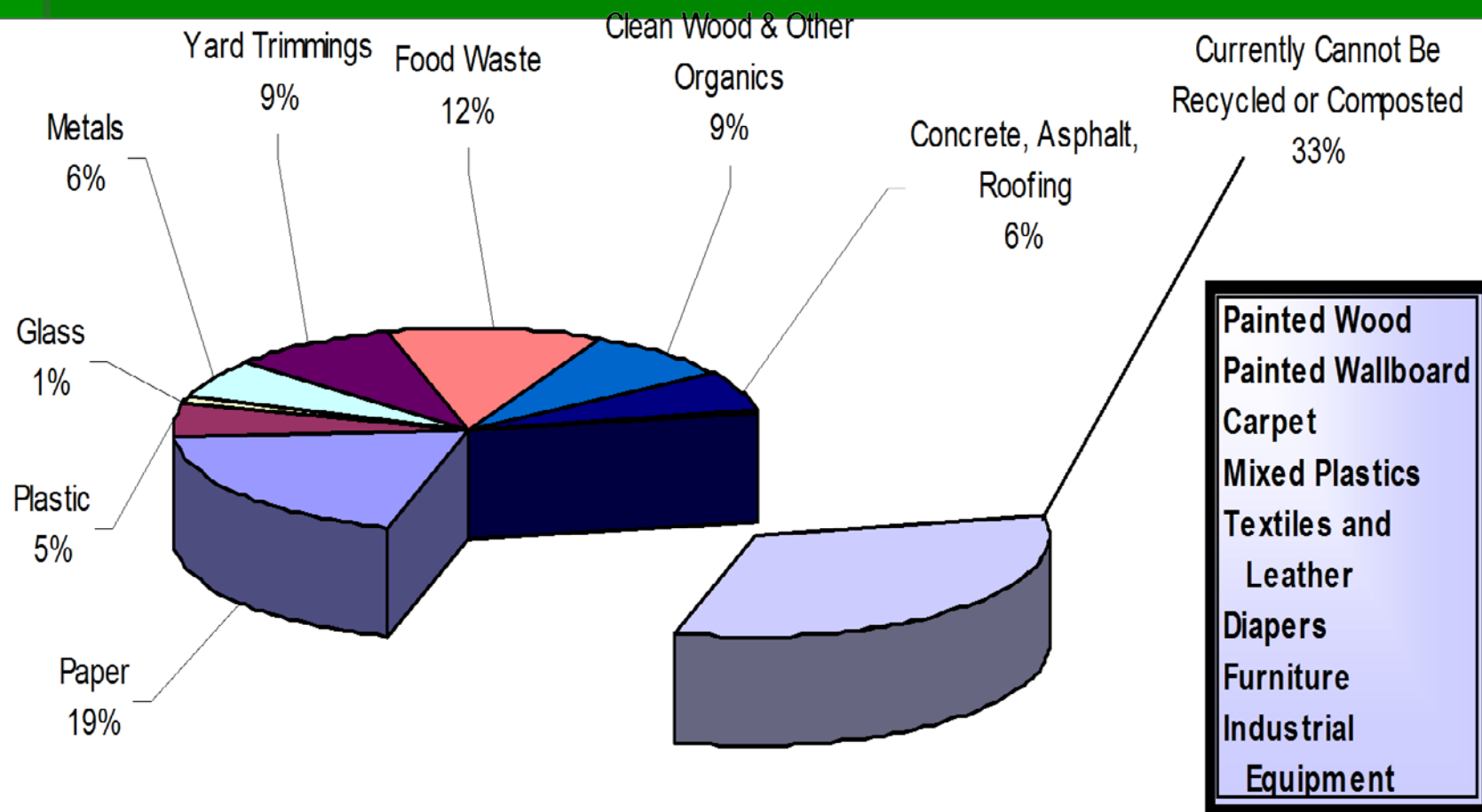
More Recycling and Composting

- Build participation in existing, capitalized programs
- Expand C&D recycling & deconstruction
- Leverage regional programs/partnerships
- Support recycling open market economy

Strategy # 2

Develop and Adopt New Rules and Incentives

Oakland's 400,000 Tons/Year Disposal by Material





Strategy #2

New Rules and Incentives

- Current system is designed for landfill, with voluntary recycling added on
- Redesign system for Zero Waste: Re-align rules and incentives to reward all parties for waste reduction
- Consider disposal bans – San Diego County, Seattle, Portland
- Add Green Building standards to Building Code



Strategy #3

Preserve Land for Sustainable Development & Green Industry Infrastructure

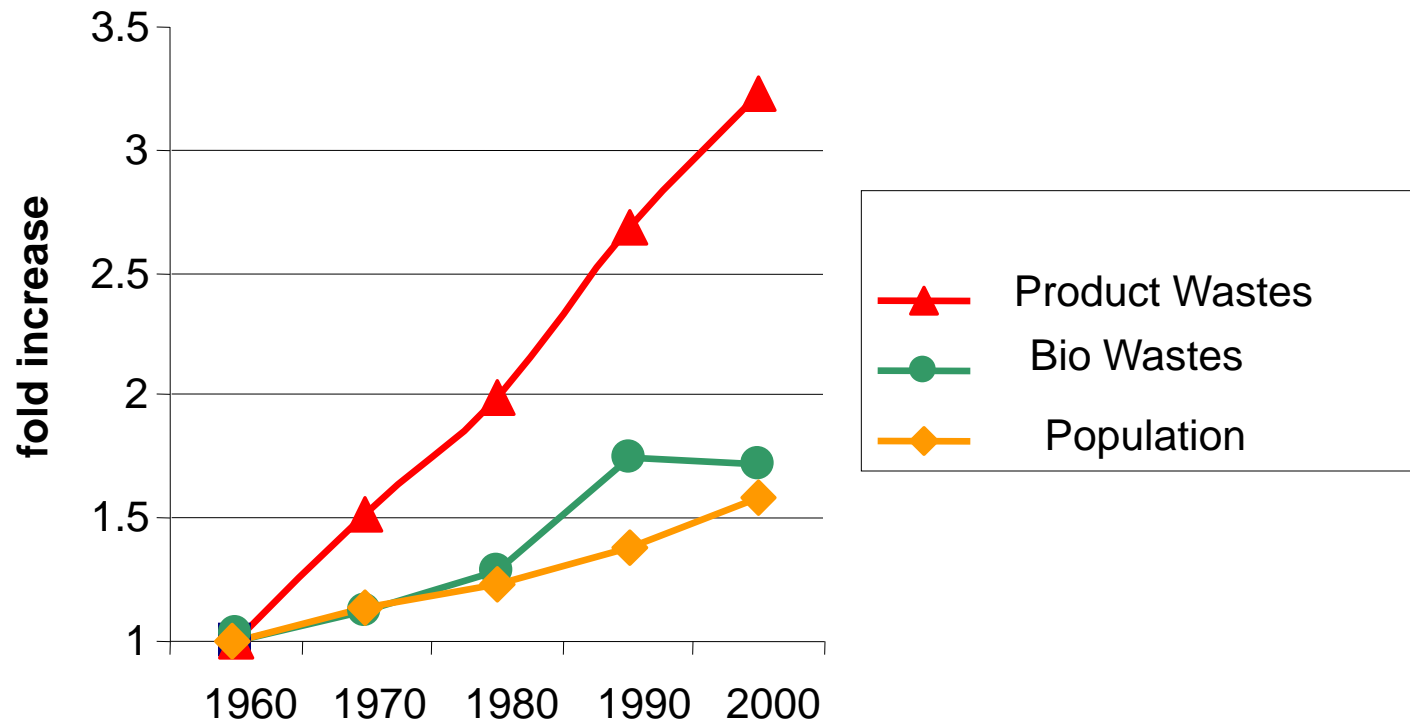
- Oakland - regional & international trading hub for recyclables
- Key materials not suitable for export: concrete, asphalt, organics are needed locally
- 35 Oakland reuse/recycling companies currently provide 1000+ “green collar” jobs
- Need to reserve and plan sufficient land use for current and future ZW infrastructure
- Planning for ZW infrastructure linked with current discussion of broader industrial zoning



Strategy #4

Manufacturer Responsibility for Product Waste

U.S. Product Waste vs. Population





Strategy #4

Advocate for Manufacturer Responsibility for Product Waste, Ban Problem Materials

- Product waste outpacing all others in volume and toxicity
- Shift cost burden from local governments to producer
- CA Product Stewardship Council
- Washington State, British Columbia, San Francisco (legislative action)
- Product Use Bans: Polystyrene Food Service Ware (Oakland)



Strategy # 5

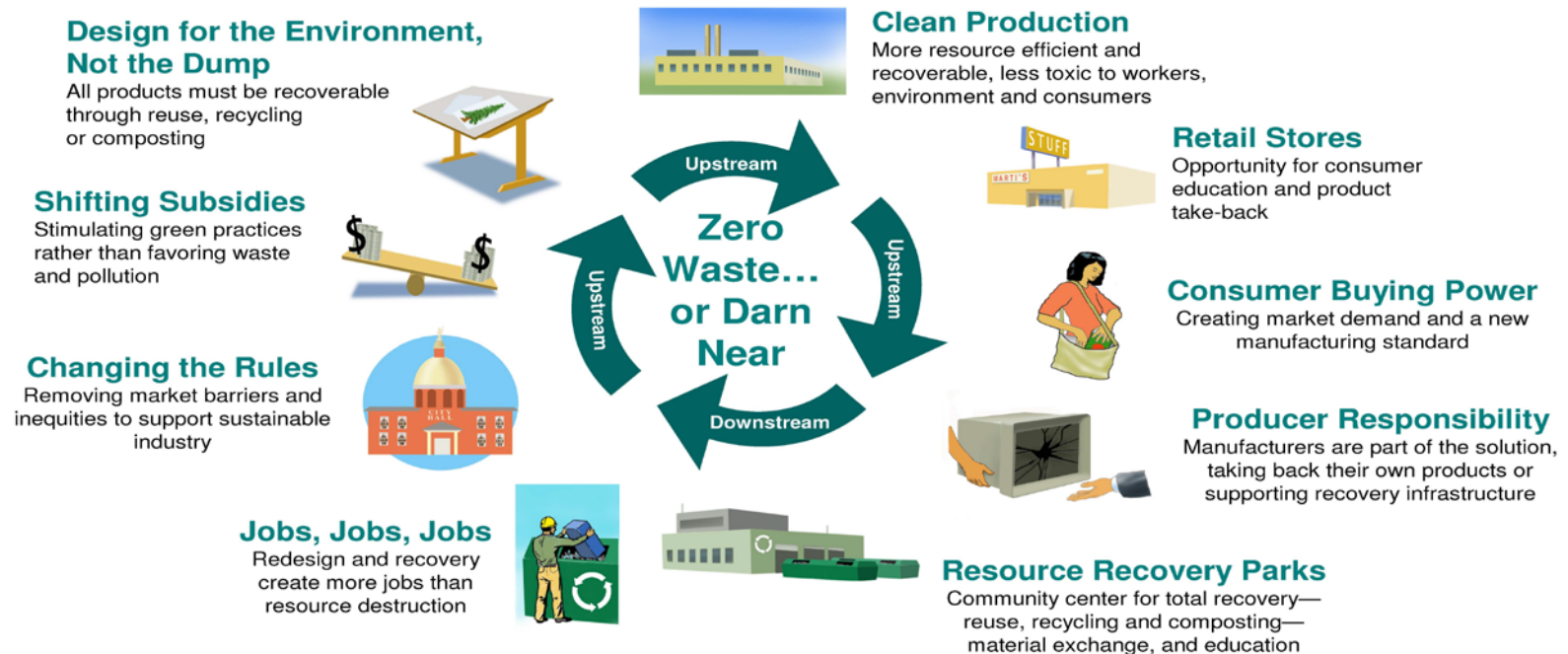
Educate, Promote and Advocate a Zero Waste Sustainability Agenda

- Comprehensive ZW branding campaign
- Overhaul messaging to effectively communicate 'reduce, reuse, recycle' and sustainability in ways that engage, motivate and inspire
- Engage with advocacy groups and community
- Greening public events
- Adopt and model ZW policies and practices within City operations

Zero Waste Strategic Plan

The Zero Waste Economy

Designing a Full-Cycle System—Upstream AND Downstream



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www.ecocycle.org/zerowaste/zwsystem