Oakland Zero Waste Strategic Plan Public Meeting #3 – September 20, 2006 REVIEW OF *DRAFT* SELECTED ZERO WASTE STRATEGIES City Hall, Hearing Room #4 - 7:00 to 9:00 pm

AGENDA

- A. Review: Summaries of June 28 and July 19 Public Meetings, June 29 Sustainable Business Leaders Meeting; Timetable; and Draft Selected Zero Waste Strategies (30 mins.)
- B. Review of Selected Strategies and Major Focus Areas (75 mins.)
 - 1. What's missing? Who's missing?
 - 2. Major comments on strategies and focus areas.
 - 3. Major comments on Environmental Hierarchy evaluative criteria.
- C. Input after Meeting (10 minutes)
 - Post general comments to http://groups.yahoo.com/group/ZeroWasteOakland to share them with all involved in the process, or email the City at: zerowaste@oaklandnet.com to comment directly to the City.
 - For any specific suggested edits to the selected strategies document, go to the "files" area of http://groups.yahoo.com/group/ZeroWasteOakland, and forward a "track changes" redline version of the "Oakland Zero Waste Strategic Plan - Review DRAFT" document to zerowaste@oaklandnet.com>.
- D. Next Steps (5 minutes)

Please include a legible email address on the sign-in sheet for tonight's meeting.

For more information, please call the Oakland Recycling Hotline: 510-238-SAVE, email zerowaste@oaklandnet.com, or visit www.zerowasteoakland.com.

Zero Waste Strategic Plan Selected Strategies and Major Focus Areas

Apply the Following Strategies/Tools...

- 1. Proactively pursue a defined legislative and regulatory policy agenda
- 2. Develop and conduct Zero Waste/Sustainability public education, information, branding, outreach, communications, and messaging
- 3. Develop, implement, and leverage partnerships, programs, and campaigns toward Zero Waste Sustainability
- 4. City government lead by example in developing and implementing Zero Waste policies and practices
- 5. Apply incentives and new rules

To the Major Focus Areas of...

- 1. Upstream materials management system redesign and product policy reform
- 2. Waste management system redesign
- 3. Green business and jobs, with land capacity for infrastructure
- 4. Significant advancement in green building practices
- 5. Significant decreases in business/commercial waste generation and disposal

The Zero Waste Economy

Designing a Full-Cycle System—Upstream AND Downstream

Design for the Environment, Not the Dump

All products must be recoverable through reuse, recycling or composting

Shifting Subsidies

Stimulating green practices rather than favoring waste and pollution

Changing the Rules

Removing market barriers and inequities to support sustainable industry



Jobs, Jobs, Jobs

Redesign and recovery create more jobs than resource destruction



Clean Production

More resource efficient and recoverable, less toxic to workers, environment and consumers



Retail Stores

Opportunity for consumer education and product take-back



Consumer Buying Power

Creating market demand and a new manufacturing standard



Manufacturers are part of the solution, taking back their own products or supporting recovery infrastructure



Downstream

Waste...

or Darn

Near

Resource Recovery Parks

Community center for total recovery reuse, recycling and composting material exchange, and education

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