



PUBLIC MEETING ON REDUCING, REUSING, & RECYCLING WASTE

WHEN: Wednesday -- July 19, 2006 -- 7:00 to 9:00 pm

WHERE: City Hall Hearing Room 4 (2nd floor)

1 Frank Ogawa Plaza (14th St. @ Broadway)

**WHY: Join in developing a Strategic Plan for Oakland
to achieve its "Zero Waste" Sustainability Goal**

Oakland is pursuing the goal of being a 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. In that spirit, the City is developing a Zero Waste Strategic Plan to cut waste disposal to landfills by 90%, reducing its current 400,000 tons/year disposal down to 40,000 tons/year by 2020.

Zero Waste goes beyond recycling our discarded materials. It considers the vast flow of resources and waste through our society and economy, and moves to eliminate waste. Oakland can move toward Zero Waste by:

- Expanding and improving existing recycling, reuse, and waste reduction efforts
- Banning disposal of easily recyclable materials such as corrugated cardboard
- Banning use of products that are toxic, or cannot be recycled or composted
- Requiring producers to take back their hard-to-recycle products
- Encouraging businesses to create new products, services, and job opportunities based on Zero Waste objectives
- Expanding building and construction standards that conserve energy and resources

Three Public Meetings are planned:

June 28 – Introduce Zero Waste & Oakland's sustainability goals, & answer questions

July 19 - Review possible Zero Waste strategies for Oakland

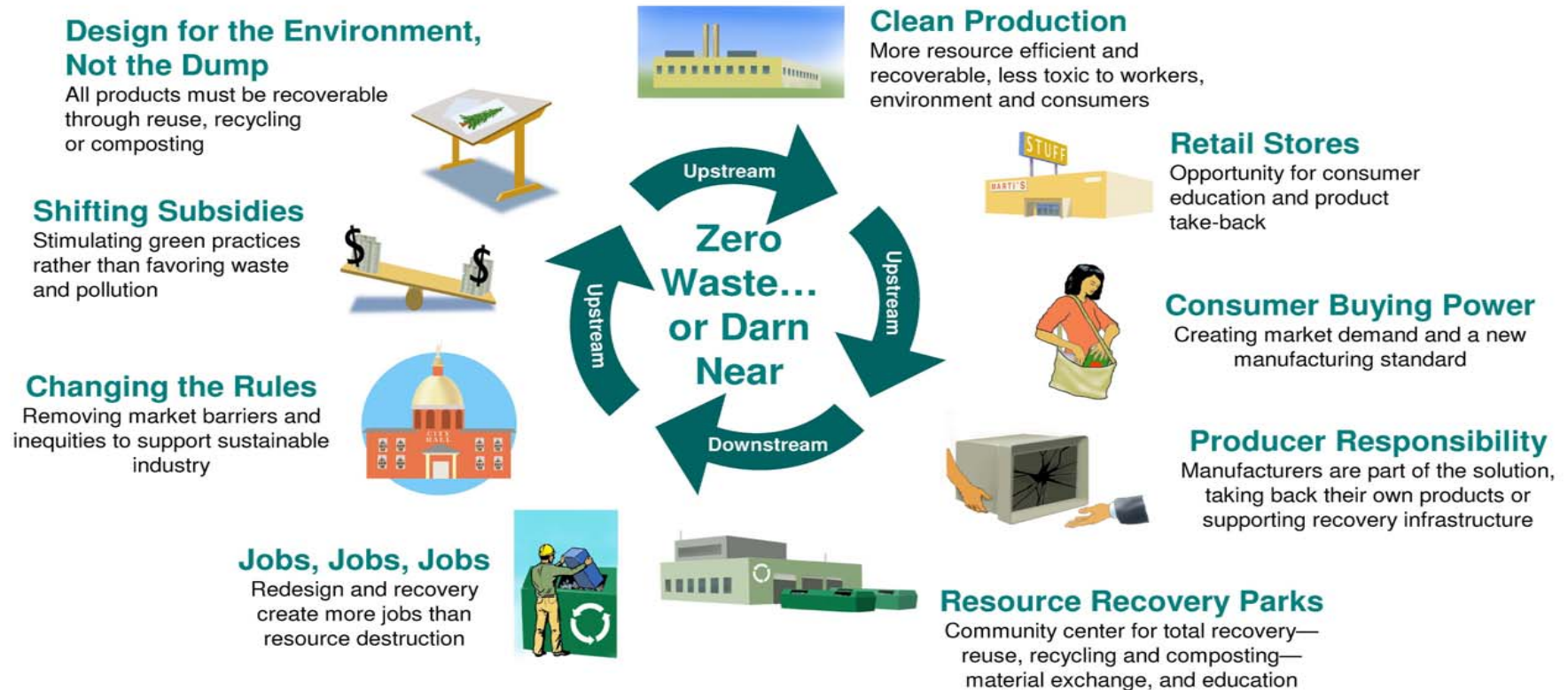
September 2006 – Review Draft Zero Waste Strategic Plan for adoption by the City

For more information or to RSVP that you will be coming on July 19th, please call the Oakland Recycling Hotline: 510-238-SAVE, or email zerowaste@oaklandnet.com, OR visit

www.zerowasteoakland.com

The Zero Waste Economy

Designing a Full-Cycle System—Upstream AND Downstream



© Copyright, Eco-Cycle 2005

www.ecocycle.org/zerowaste/zwsystem