



CITY OF SANTA ROSA ZERO WASTE MASTER PLAN

A PATH TOWARDS SUSTAINABILITY

Quantifiable



Locally Impactful

Reasonable



WHAT IS ZERO WASTE?

- ▶ Rethinking what consumers have traditionally considered as trash
- ▶ Treating all materials as valuable resources
- ▶ In the context of the City's goal, zero waste does not mean achieving absolute zero because some discards are simply not recyclable
- ▶ Continuous improvement model

ZERO WASTE PLAN

ELEMENTS



Robust Stakeholder Engagement

Review of Current Policies, Programs,
Partnerships, and Facilities

Waste Diversion Model & Tonnage Assessment

Menu of Zero Waste Strategy Options

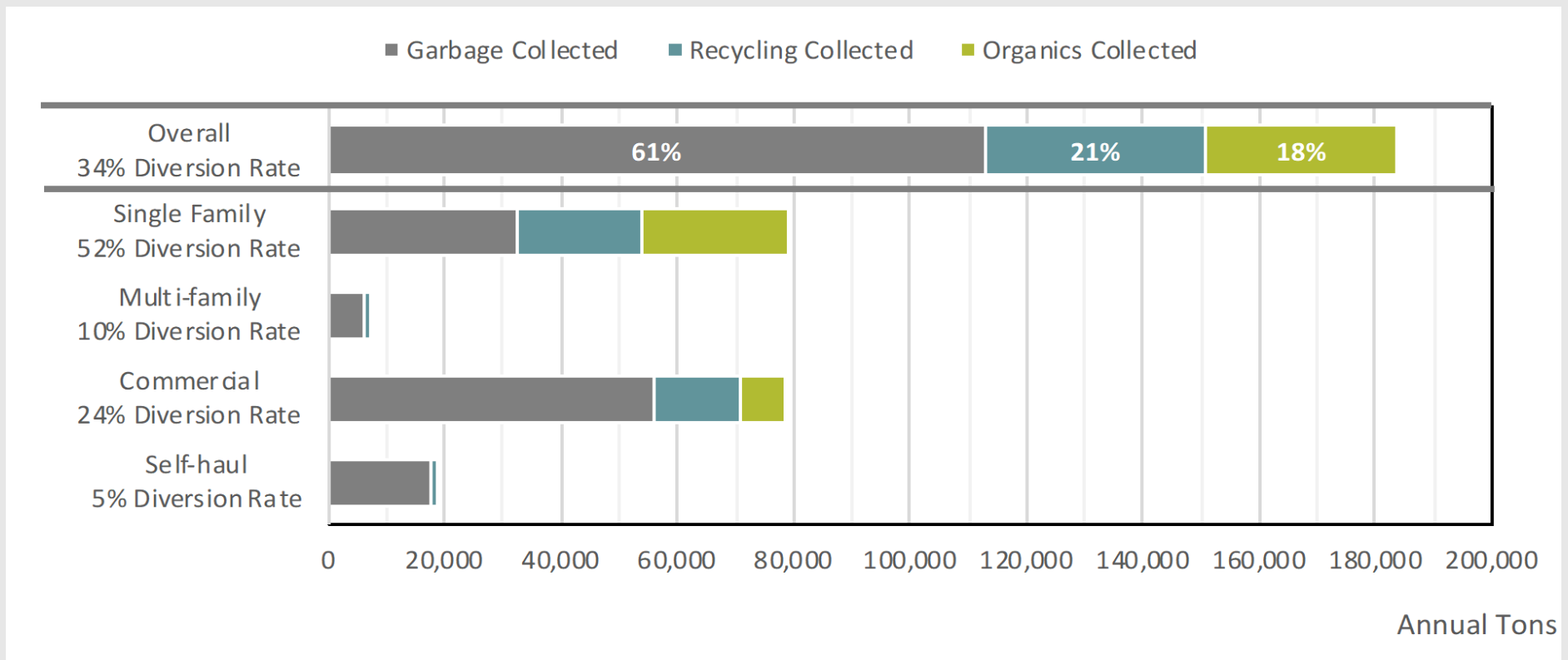
Greenhouse Gas & Economic Analysis

Draft Zero Waste Plan

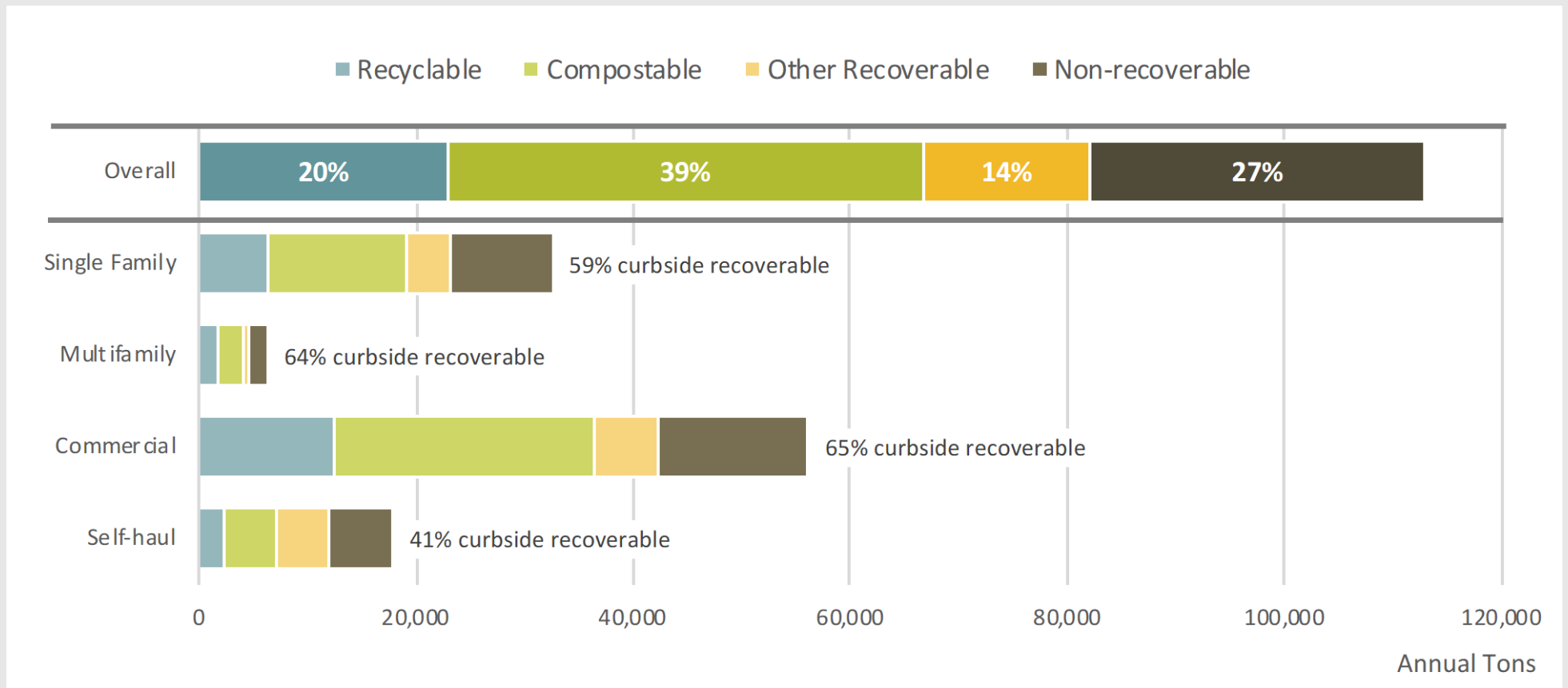
Public Comment Period

Subcommittee and City Council Meetings

WHAT IS COLLECTED IN SANTA ROSA?



WHAT COULD BE RECOVERED?



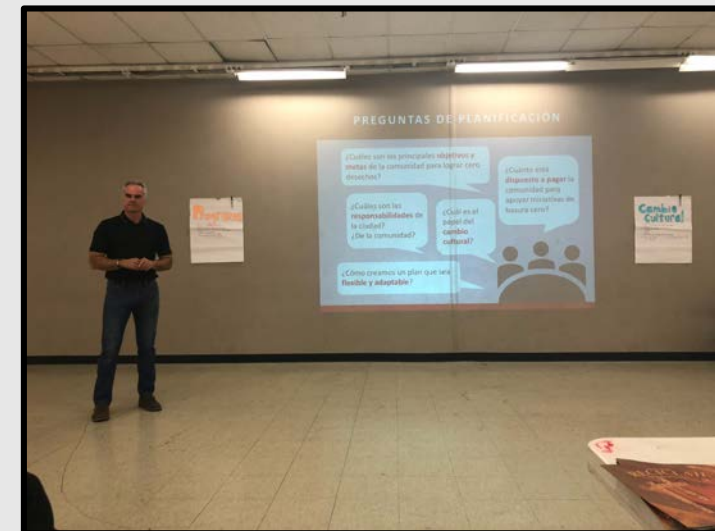
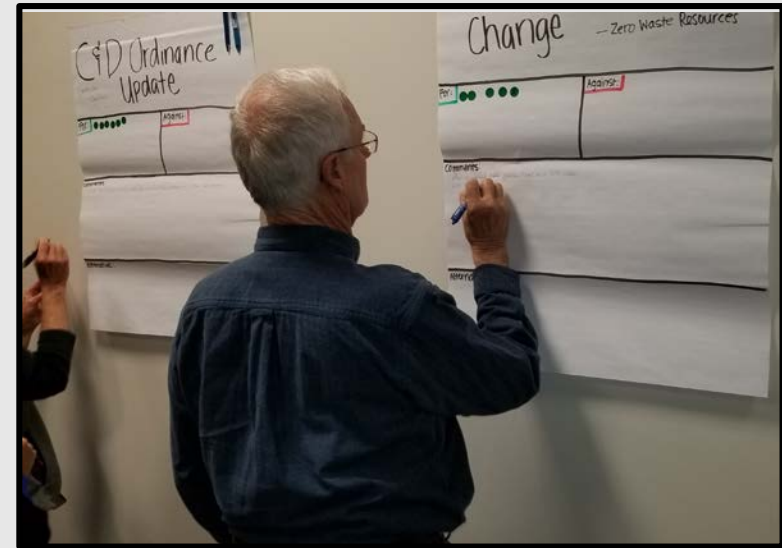
CITY'S ZERO WASTE GOAL

- ▶ Reduce landfill disposal to less than 1 pound per person per day of franchised waste
- ▶ Achieve at least 75% diversion of franchised waste from landfill disposal by 2030
- ▶ To achieve beyond 75% diversion, waste reduction is required

GOAL	2020	2025	2030	2040
Per Capita Disposal based on Recology Tonnage (pounds per person per day)	2.8	1.8	1.0	< 1.0
Diversion Rate	40%	55%	75%	75%+

COMMUNITY ENGAGEMENT

- ▶ 1 online community survey
 - ▶ 773 total responses
- ▶ 4 community workshops
- ▶ 2 focus groups
- ▶ 22 meetings with key stakeholders, service providers, active community members, and community groups
- ▶ Conducted outreach and meetings in English and Spanish



MANDATORY RECYCLING AND COMPOSTING

- ▶ Increasing participation of recycling and composting to 100%
- ▶ Aligns with California State Laws (AB 341, AB 1826, SB 1383)
- ▶ Provides access to 3 streams
- ▶ Increases Diversion/Lowers PPD



TARGETED TECHNICAL ASSISTANCE

▶ Phase I:

- ▶ Utilize partnership with Recology for outreach and education

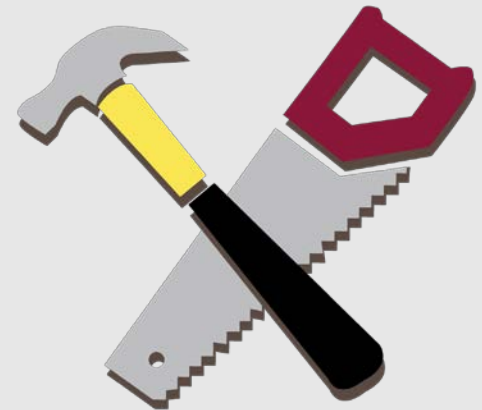
▶ Phase II:

- ▶ Targeted highest generators
- ▶ Businesses and multifamily properties
- ▶ Focus on reduction
- ▶ Bilingual outreach



C&D ORDINANCE UPDATE

- ▶ Capture more diversion in construction and demolition projects
- ▶ Move quickly to capture construction from rebuilding process
- ▶ Restructure City's C&D Ordinance
 - ▶ Source Separation
 - ▶ Deconstruction
 - ▶ Facility Diversion Requirements
 - ▶ Best Management Strategies



ZERO WASTE CULTURE CHANGE

- ▶ Support behavior change as an ongoing process
- ▶ Sub-strategies include:
 - ▶ City Lead by Example
 - ▶ Education in Schools
 - ▶ Zero Waste Event Requirements
 - ▶ Maintenance and Support of Zero Waste website and resources



REUSABLE AND COMPOSTABLE FOODWARE ORDINANCE

- ▶ Innovative
- ▶ Targets source reduction of polystyrene, to-go containers, disposable cups, etc.
- ▶ Target upstream impacts
- ▶ Reduces overall litter and meets stormwater requirements
- ▶ Symbolic of City's commitment to waste reduction



CITY'S CLIMATE ACTION PLAN GOALS

<p>Action 6.1.1. Work with local waste haulers to improve the amount and types of waste that are accepted for curbside recycling and green waste pickup. Conduct outreach to and education of the public for dissemination of the information and options.</p>	<ul style="list-style-type: none"> ✓ Mandatory Recycling and Composting ✓ Targeted Technical Assistance ✓ Zero Waste Culture Change
<p>Action 6.1.2. Work with the Sonoma County Waste Management Agency to encourage local restaurants to compost food and provide recyclable or compostable to-go containers.</p>	<ul style="list-style-type: none"> ✓ Reusable and Compostable Foodware Ordinance ✓ Targeted Technical Assistance
<p>Action 6.1.3. Increase the City's construction and demolition ordinance to require 75% diversion by 2020 and 85% diversion by 2035.</p>	<ul style="list-style-type: none"> ✓ C&D Ordinance Update
<p>Action 6.2.1. Discourage the use of Styrofoam containers and plastic bags.</p>	<ul style="list-style-type: none"> ✓ Reusable and Compostable Foodware Ordinance
<p>Action 6.2.2. Encourage local businesses to reduce amounts of packaging used.</p>	<ul style="list-style-type: none"> ✓ Targeted Technical Assistance
<p>Action 6.2.3. Discourage the use of bottled water at City events.</p>	<ul style="list-style-type: none"> ✓ Zero Waste Culture Change
<p>Action 6.2.4. Adopt a long-term waste diversion goal to extend beyond the Zero Waste Sonoma's goal of a 70% diversion rate by 2015 and the State's goal of 75% diversion by 2020 consistent with state law (AB 341).</p>	<ul style="list-style-type: none"> ✓ Reusable and Compostable Foodware Ordinance ✓ Mandatory Recycling and Composting ✓ C&D Ordinance Update ✓ Targeted Technical Assistance ✓ Zero Waste Culture Change

GHG EMISSION REDUCTION

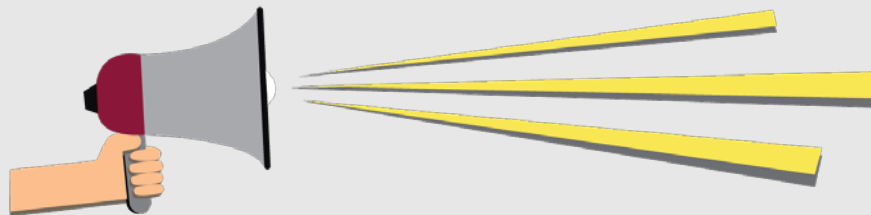
RECOMMENDED ZERO WASTE STRATEGY	GHG EMISSION REDUCTION
Reusable and Compostable Foodware Ordinance	1,000
Mandatory Recycling and Composting	7,250
C&D Ordinance Update	4,300
Zero Waste Culture Change	17,700
Targeted Technical Assistance	26,700
TOTAL	56,950

THIS IS EQUIVALENT TO...

- ✓ Removing annual emissions from **11,990 passenger vehicles**
- ✓ Conserving **6,409,850 gallons of gasoline**
- ✓ Conserving **2,373,510 cylinders of propane** used for home BBQs
- ✓ Conserving **3,570 households' annual energy consumption**
- ✓ Conserving **70,620 barrels of oil**

IMPLEMENTATION AND ONGOING MANAGEMENT

- ▶ Average Annual Cost of \$610,000 to implement
- ▶ Over the next 5 years
- ▶ Various staffing models will be evaluated



PROPOSED TIMELINE

2020-2030	2020-2030	2020-2030	2020-2040	2020-2040
<p>Develop an ordinance to:</p> <ul style="list-style-type: none"> + Reduce the sale of disposable foodware in Santa Rosa + Help minimize our community's plastic waste 	<ul style="list-style-type: none"> + Require all waste generators to participate in recycling and composting programs 	<p>Update City's ordinance:</p> <ul style="list-style-type: none"> + Collect more data and divert more C&D materials + Encourage responsibility of facilities to maintain a minimum diversion rate 	<p>To support Zero Waste achievement, focus on top 20% commercial and multi-family waste generators to receive:</p> <ul style="list-style-type: none"> + Education + Resources + On-site assistance 	<ul style="list-style-type: none"> + Lead by Example + School Engagement + Zero Waste Event Requirements + Support for Reuse, Repair, Leasing and Sharing Efforts

EXAMPLE FUNDING MECHANISM

ZERO WASTE FUNDING IMPACT ON SOLID WASTE RATES			
GARBAGE CONTAINER SIZE	2020 SINGLE FAMILY MONTHLY RATE	ESTIMATED RATE WITH ZERO WASTE FUNDING	VARIANCE (\$)
20-gallon cart	\$29.43	\$29.79	\$0.36
32-gallon cart	\$33.13	\$33.53	\$0.40
64-gallon cart	\$48.21	\$48.80	\$0.59
96-gallon cart	\$73.63	\$74.53	\$0.90

RECOMMENDATION

Staff is recommending City Council approve the City's Zero Waste Master Plan.



QUESTIONS?

To view the full Plan, please visit:
www.srcity.org/zerowaste

