



Proposal to Develop Zero Waste Plan

CITY COUNCIL MEETING

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Deputy City Manager

WHAT IS ZERO WASTE?

2

- Recognizes that “waste” is not inevitable
- Discarded materials are potentially valuable resources
- Maximizes reuse, recycling and composting
- Reduces consumption/manufacturers have responsibilities too

WASTE DISPOSAL IMPACTS

3

- Valuable resources are wasted if not recycled
- Compostable materials (food scraps, yard trimmings, etc) in landfills produce methane
- Methane is a greenhouse gas (GHG) up to 25x more potent than carbon dioxide (conservative EPA estimate)

WASTE DISPOSAL IMPACTS

4

- >60% of Santa Rosa's waste is currently landfilled
- Santa Rosa Climate Action Plan:
Potential 13% of 2035 GHG reductions from waste reduction
- Zero Waste communities today send less than 30-40% of waste to landfills
- Many opportunities for improvement

ZERO WASTE IMPORTANCE

5

- Increasing state regulations:
 - AB 939/SB 1016
 - AB 341
 - AB 1826
 - SB 1383
 - AB 1594
 - And growing...
- Leadership in Sustainability
- Continuous improvement

ZERO WASTE PROPOSAL

6

- The project team:
 - **R3 Consulting Group** (Experts in Sonoma County solid waste management and high diversion planning)
 - **Abbe and Associates** (Experts in Zero Waste and community engagement)
 - **Cascadia Consulting Group** (Experts in waste composition and diversion)

ZERO WASTE PROPOSAL

7

- Plan will be:
 - Quantifiable, reasonable, ambitious
 - Engaging of the Santa Rosa community, and other key stakeholders
 - Executable within, and measured by, 5-,10-, and 20-year milestones

ZERO WASTE PROPOSAL

8

- Components of the Zero Waste Plan will include:
 - Waste Diversion Model
 - Dynamic Stakeholder Engagement Process
 - Comprehensive Zero Waste Planning Document

ZERO WASTE PROPOSAL

9

- Community meetings and public workshops reviewing:
 - Current policies & programs
 - Opportunities analysis and strategic options
 - GHG reduction analysis and Zero Waste Plan

ZERO WASTE PROPOSAL

10

- One year process
- City staff will bring forth a Zero Waste Plan to City Council for potential adoption

RECOMMENDATION

11

It is recommended by the City Manager's Office that the City Council, by Resolution, approve a professional services agreement with R3 Consulting Group, Inc. to develop a Zero Waste Plan for the City of Santa Rosa in an amount not to exceed \$200,000 from the General Fund assigned fund balance using the funds identified from the settlement agreement with the Ratto Group

Questions?