



# CITY OF SANTA ROSA ZERO WASTE MASTER PLAN

A PATH TOWARDS SUSTAINABILITY

Quantifiable



Locally Impactful

Reasonable



# 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

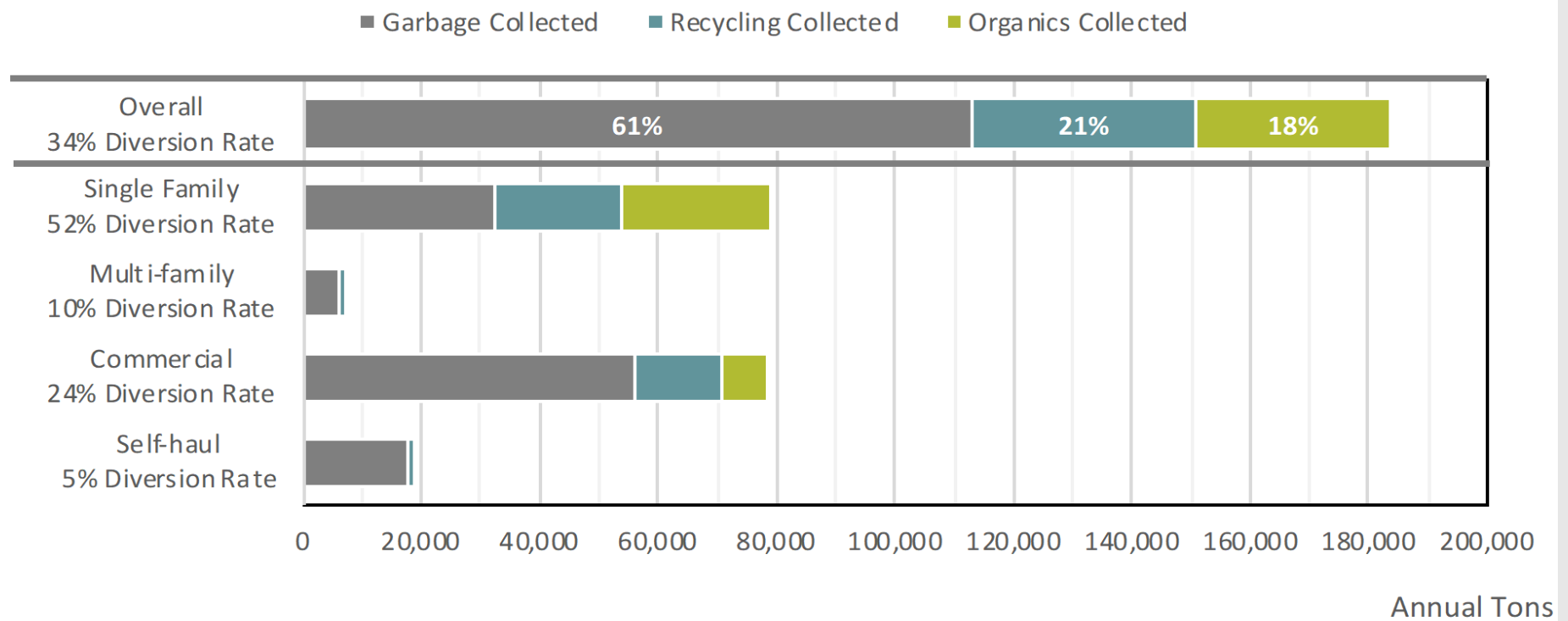
Draft Zero Waste Plan

Public Comment Period

Council Study Session and Hopeful Adoption

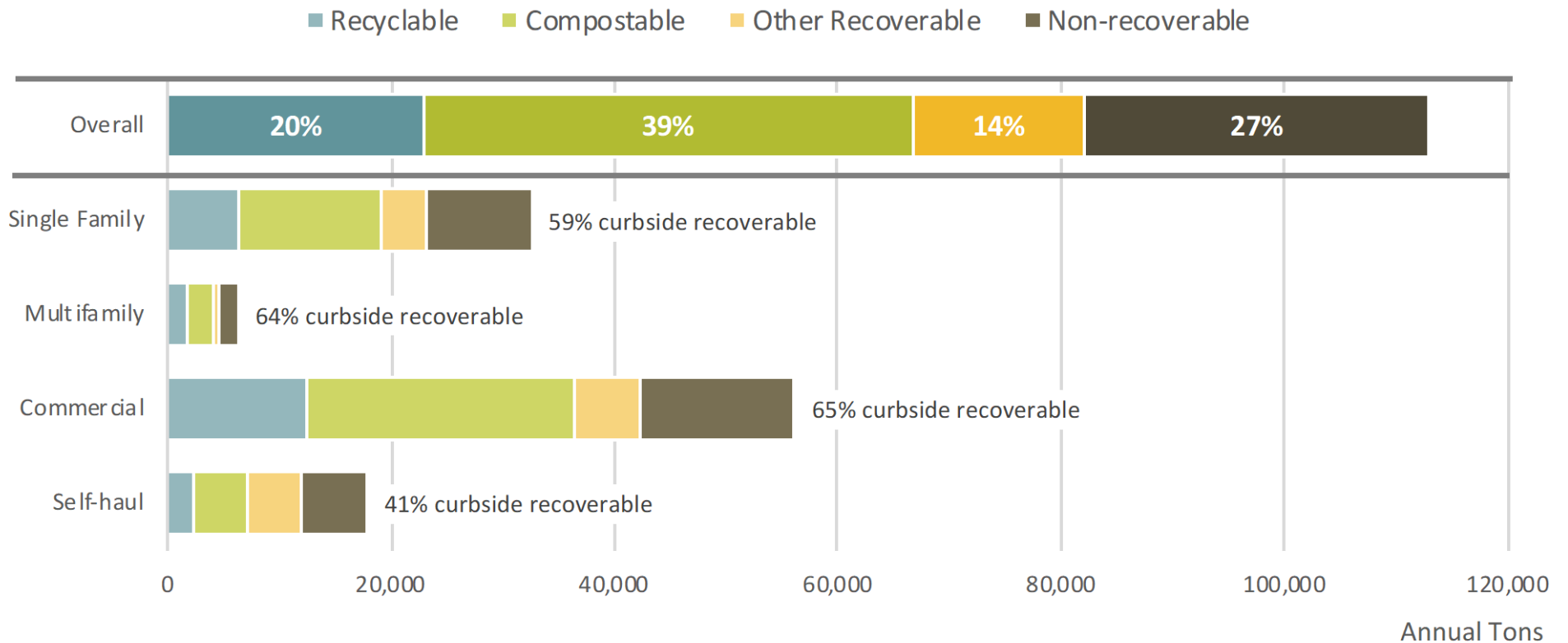
# Findings

## RESOURCE RECOVERY



# Findings

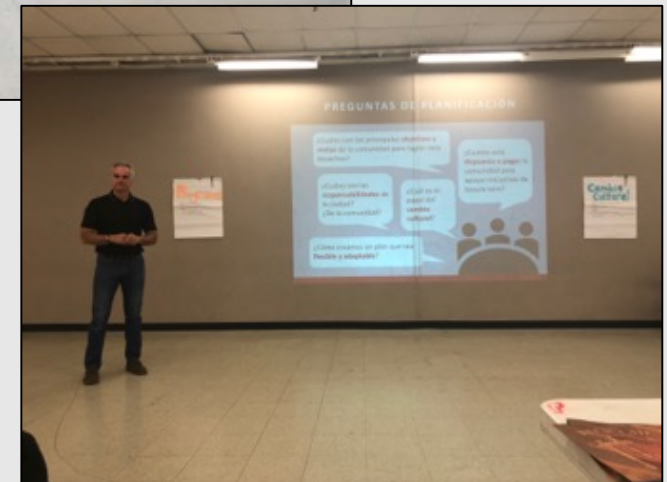
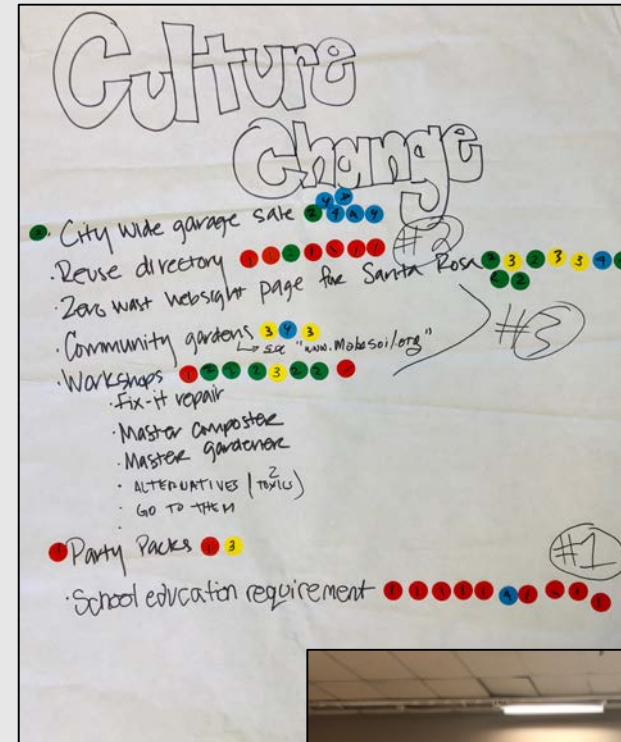
## ADDITIONAL DIVERSION



# Findings

## 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



# Strategies

## SINGLE-USE PLASTICS BAN

**SUGGESTED TIMELINE:** 2020-2030

**INTENT:**

- ▶ Innovative
- ▶ Targets source reduction
- ▶ Target upstream impacts
- ▶ Reduces overall litter

# Strategies

## MANDATORY RECYCLING AND COMPOSTING

**SUGGESTED TIMELINE:** 2020-2030

**INTENT:**

- ▶ 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

# Strategies

## C&D ORDINANCE UPDATE

**SUGGESTED TIMELINE:** 2020-2030

### **INTENT:**

- ▶ 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
  - ▶ Best Management Strategies
- ▶ Action 6.1.3. in City's CAP



# Strategies

## TARGETED TECHNICAL ASSISTANCE

**SUGGESTED TIMELINE:** 2020-2040

### **INTENT:**

- ▶ Phase I
  - ▶ Utilize partnership with Recology for outreach and education
- ▶ Phase II
  - ▶ Targeted highest generators
    - ▶ Businesses and multifamily properties
  - ▶ Focus on reduction
  - ▶ Bilingual outreach
  - ▶ Action 6.1.1. in City's CAP

# Strategies

## ZERO WASTE CULTURE CHANGE

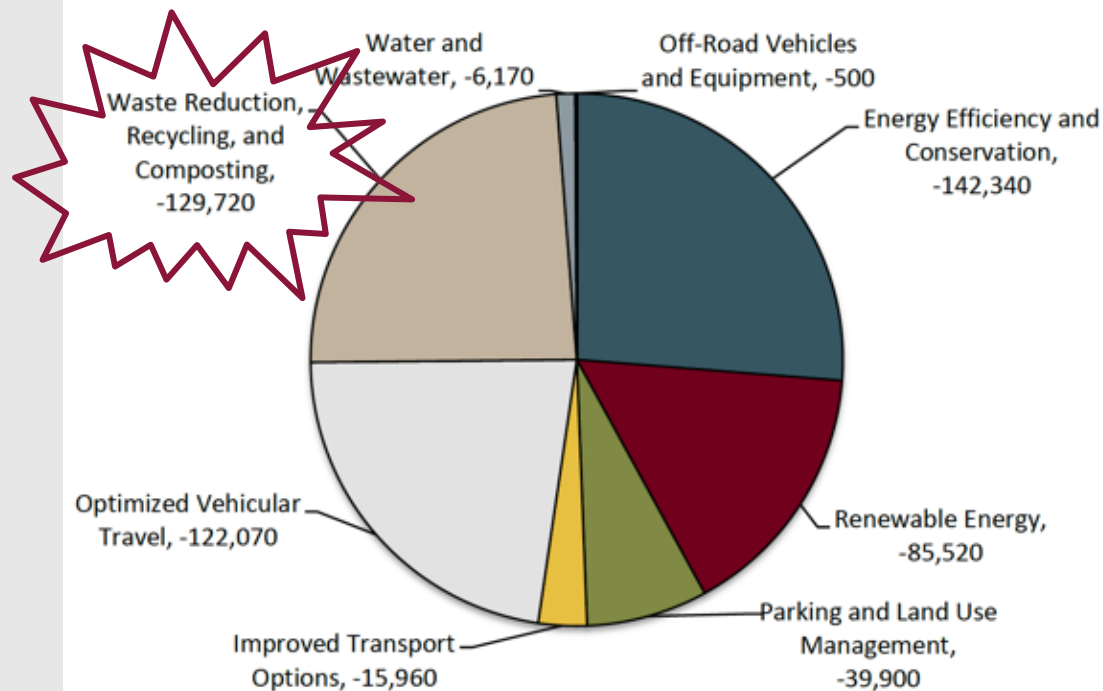
**SUGGESTED TIMELINE:** 2020-2040

### **INTENT:**

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

# CITY'S CLIMATE ACTION PLAN

**FIGURE 16: 2035 EMISSIONS REDUCTIONS BY GOAL (MTCO<sub>2</sub>E)**



Goal Topic	2015	2020	2035
Waste Reduction, Recycling, and Composting	-25,170	-64,370	-129,720

# GHG EMISSION REDUCTION

RECOMMENDED ZERO WASTE STRATEGY	GHG EMISSION REDUCTION
Single-Use Plastics Ban	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
<b>TOTAL</b>	<b>56,950</b>

## 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 barbeques
- ✓ Conserving **3,570 households' annual energy consumption**
- ✓ Conserving **70,620 barrels of oil**

# COST OF STRATEGIES

#	Recommended Strategy	2020	2025	2030	2040
1	Single-Use Plastics Ban	\$0	\$43,400	\$39,600	\$48,600
2	Mandatory Recycling and Composting	\$0	\$79,900	\$90,500	\$115,800
3	C&D Ordinance Update	\$55,000	\$119,200	\$134,900	\$172,600
4	Targeted Technical Assistance	\$0	\$475,000	\$537,500	\$688,100
5	Zero Waste Culture Change	\$91,250	\$103,400	\$117,000	\$149,900
TOTAL		\$146,250	\$820,900	\$919,500	\$1,175,000

# FUNDING MECHANISMS

- ❖ Solid Waste Rates
- ❖ General Fund
- ❖ Enforcement Fees
- ❖ Grants

RATE INCREASE FOR ZERO WASTE		
1	Single-Use Plastics Ban	0.1%
2	Mandatory Recycling and Composting	0.2%
3	C&D Ordinance Update	0.3%
4	Targeted Technical Assistance	0.9%
5	Zero Waste Culture Change	0.2%

# QUESTIONS?



To view the full Plan, please visit:  
[www.srcity.org/zerowaste](http://www.srcity.org/zerowaste)