



CLIMATE ACTION SUBCOMMITTEE

ZERO WASTE PROGRAM UPDATE

MARCH 6, 2024

Renae Gundy
Acting Zero Waste Coordinator
Transportation & Public Works

Celia Furber
Sustainability Manager
Recology Sonoma Marin



CITY OF SANTA ROSA
**ZERO WASTE
MASTER PLAN**

A PATH TOWARDS SUSTAINABILITY

Quantifiable



Locally Impactful

Reasonable



CITY'S ZERO WASTE GOAL

- Reduce landfill disposal to less than one pound per person per day of franchised waste.
- Achieve at least 75% diversion of franchise waste from landfill disposal by 2030

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%+

STRATEGIES

Zero Waste Food
Ware Ordinance

Mandatory
Recycling and
Composting
Programs

Construction and
Demolition
(C&D) Ordinance

Targeted Technical
Assistance

Zero Waste
Culture Change

ZERO WASTE FOOD WARE ORDINANCE

- Effective January 2022
 - Bans food ware containing polystyrene foam and PFAS
 - Food Ware Accessories provided upon request ONLY
 - Dine-in accommodations may only offer reusable food ware & accessories
 - Dine-in facilities must provide three bin waste streams
- Maintain partnerships with Recology, Zero Waste Sonoma, and Cascadia
- Learn from other jurisdictions
- Outreach



MANDATORY RECYCLING & COMPOST PROGRAMS

- AB341 = mandatory commercial recycling
 - 99% compliant
- AB1826 = mandatory commercial organics recycling
 - 99% compliant
- SB1383 = jurisdictions required to provide all residents and businesses with organic waste collection services.
 - 98% compliant



CONSTRUCTION & DEMOLITION ORDINANCE

- Proper disposal and tracking of construction materials
- Reviewing Model C&D Ordinance developed by Zero Waste Sonoma
- Green Halo tracking/reporting software soon to be implemented



TARGETED TECHNICAL ASSISTANCE

- Increase diversion rates, reduce contamination and achieve full compliance with regulations
- Focus on commercial, multi-family dwellings, and schools
- Working with Zero Waste Sonoma and Cascadia to offer technical assistance (project timeline January 2024-April 2025)
 - High waste generators
 - SBI 383 food recovery implementation
 - Zero Waste Food Ware Ordinance compliance



ZERO WASTE CULTURE CHANGE

- Lead by example
- Support local reuse/repair fairs
- Focus on City events
- Maintain partnerships with Recology, Zero Waste Sonoma, and the community
- Outreach



RELATIONSHIP TO CLIMATE ACTION PLAN

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.	✓ Mandatory Recycling and Composting ✓ Targeted Technical Assistance ✓ Zero Waste Culture Change
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.	✓ Zero Waste Foodware Ordinance ✓ Targeted Technical Assistance
Action 6.1.3. Increase the City's construction and demolition ordinance to require 75% diversion by 2020 and 85% diversion by 2035.	✓ C&D Ordinance Update
Action 6.2.1. Discourage the use of Styrofoam containers and plastic bags.	✓ Zero Waste Foodware Ordinance
Action 6.2.2. Encourage local businesses to reduce amounts of packaging used.	✓ Targeted Technical Assistance
Action 6.2.3. Discourage the use of bottled water at City events.	✓ Zero Waste Culture Change
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).	✓ Zero Waste Foodware Ordinance ✓ Mandatory Recycling and Composting ✓ C&D Ordinance Update ✓ Targeted Technical Assistance ✓ Zero Waste Culture Change



ACCOMPLISHMENTS

Zero Waste Sonoma Efforts (Jul 2022-June 2023)

- Compost giveaway events: 10 (400 cubic yards)
- Single-use propane cylinder collection sites: 3 locations
- HHW collection events: 12 (average 76 participants per event)
- E-waste collection events: 5 (29,774 lbs of e-waste, 51,296 lbs of universal waste)
- Mattress collection events: 2 (204 collected)
- Total events: 69 (218 hours of outreach)

Recology Efforts (Jan-Dec 2023)

- Site visits/audits= 1,060
- Presentations/trainings= 176
- New compost services= 125
- Increase compost services= 36
- Increase recycle services= 26
- New, upgraded Materials Recovery Facility (Nov. 2023)
 - Processing 400 tons per day
 - 85% recovery

NEXT STEPS

- **Zero Waste Food Ware Ordinance**
 - Update outreach materials & website
- **Mandatory Participation in Recycling and Compost Programs**
 - Identify problem areas and target outreach and education
- **C&D Ordinance Update**
 - Implement Green Halo software
 - Model C&D Ordinance adoption
- **Targeted Technical Assistance for Commercial & MFD**
 - Potential to extend technical assistance contract to target more businesses and have continuous check-ins
 - Establish short-term and long-term goal with Recology specific to commercial & MFD sectors= focus efforts on greatest impact
- **Zero Waste Culture Change**
 - Support zero waste community events
 - Develop a Zero Waste Event Guide



QUESTIONS

Renaë Gundy
Acting Zero Waste Coordinator
rgundy@srcity.org