

# Zero Waste Implementation Plan

City Council Meeting  
January 20, 2026



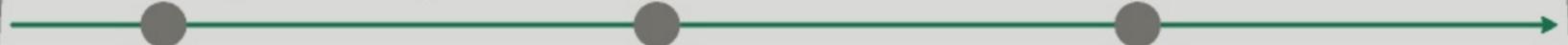
# Agenda

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- 1) Introduction and Background
- 2) Alameda's Zero Waste Goal
- 3) Outreach Takeaways
- 4) Goal Date and Focus Areas
- 5) Proposed Programs
- 6) Cost and Diversion Analysis
- 7) Recommendation

# Alameda's Zero Waste Implementation Plan (ZWIP)



2010

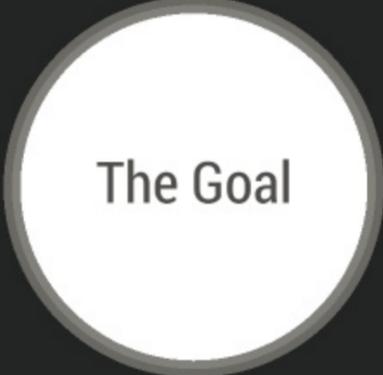
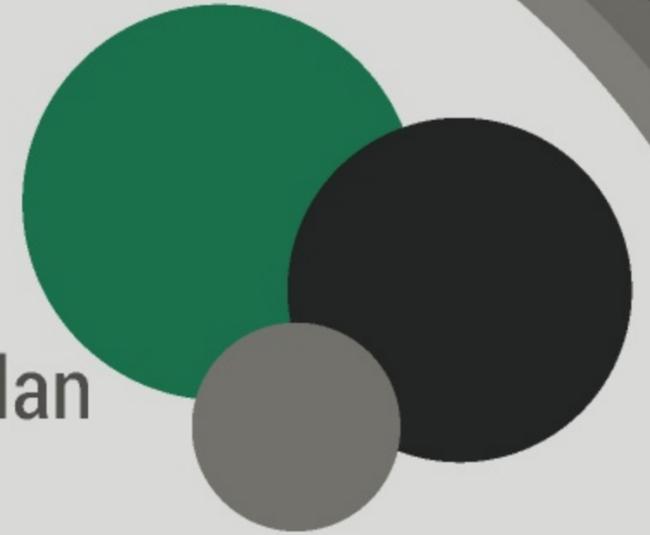
- 2008 Climate Plan
- State diversion goals

2018

- Five key strategies
- Senate Bill 1383

2025

- Reduction, reuse
- Equitable
- Measurable



## What is Zero Waste for Alameda?

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- 89% diversion from landfill
- 1.2 pounds per day (PPD) per person
- 81% as of 2024 reporting

# Engagement Strategy

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## Focused on:

- Equity
- Building on existing zero waste culture
- Removing participation barriers
- Building social infrastructure needed to sustain engagement

## Engagement Activities:

- 12 community meetings and focus groups
- Statistically valid resident survey
- City Council workshop in 2024

Meetings

Survey

## Key Outreach Takeaways

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- Increase education and outreach needed
- Remove existing participation barriers
- Increase opportunities for diversion of more materials
- Use both incentives and enforcement
- Provide opportunities for reuse

## Survey Conclusions

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- Few know about ZWIP, but overwhelmingly support the program goals
- Support for conservation, environmental projection is highly motivating
- Low enthusiasm for reusable foodware, and division on effectiveness
- Edible food recovery, requiring bins at properties, bulky pickups all considered "very effective"
- Confusion is the most common barrier to sorting
- Residents know how to dispose of common items, room for education on others
- Most are throwing away items when not sure

## Goal Date and Proposed Programs

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- The 2025 ZWIP does not propose a goal date, rather continued investment in behavior change
- 12 programs for ongoing progress, 4.46% additional diversion at program maturity
- Changing State legislation may create potential for additional diversion gains
- Programs and focus areas are based on assessment of current programs, stakeholder engagement, and cost and diversion analysis
- Staff recommend four priority programs first (estimated to yield 1.3% increase in diversion)

# Proposed Programs

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**Bolded programs are initial priority programs**

- 1) City Zero Waste Rebrand
- 2) **Multi-Family Bulky Program Community Based Social Marketing (CBSM) Campaign (Priority)**
- 3) Annual CBSM Campaigns
- 4) Guidelines for Permitted Events
- 5) Zero Waste Policies for City Departments
- 6) Small Business Support and Resources
- 7) Grant Program for Takeaway Reusable Cups
- 8) Expand Construction & Demolition
- 9) **Illegal Dumping Enforcement (Priority)**
- 10) **Low Income Community Education and Resources (Priority)**
- 11) **"Cash for Trash" (Priority)**
- 12) Existing Resue Markets

Priority  
Programs

Priority  
Diversion  
Summary

Priority  
Cost  
Summary

## Four Priority Programs

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- Conduct a multi-family dwelling bulky program  
Community Based Social Marketing (CBSM)  
campaign
- Conduct enforcement for illegal dumping
- Pilot education and resource program for  
Alameda's low-income community
- Pilot a cash for trash program
- These four programs are estimated to yield a  
1.3% increase in diversion at program maturity

## ESTIMATED COSTS

Program	One-Time Implementation Costs	On-Going Annual Costs (\$ per Year)
2 Conduct a Multi-Family Dwelling Bulky CBSM Campaign	\$186,000	\$565,000
9 Conduct Enforcement for Illegal Dumping	\$111,000	\$325,000
10 Pilot an Education and Resource Program for the Low-Income Community	\$58,000	---
11 Pilot a Cash for Trash Program	\$142,000	---
<b>Total</b>	<b>\$497,000</b>	<b>\$891,000</b>

## ESTIMATED CHANGE IN DIVERSION

Program		Program Start	Program Maturity
2	Conduct a Multi-Family Dwelling Bulky CBSM Campaign	0.35%	0.98%
9	Conduct Enforcement for Illegal Dumping	0.49%	0.34%
10	Pilot an Education and Resource Program for the Low-Income Community	0.02%	---
11	Pilot a Cash for Trash Program	<0.01%	---
Total		0.87%	1.32%

## Recommendation

- Staff recommends approving the ZWIP as presented
- Approval for program funding will return to City Council as future budget items

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