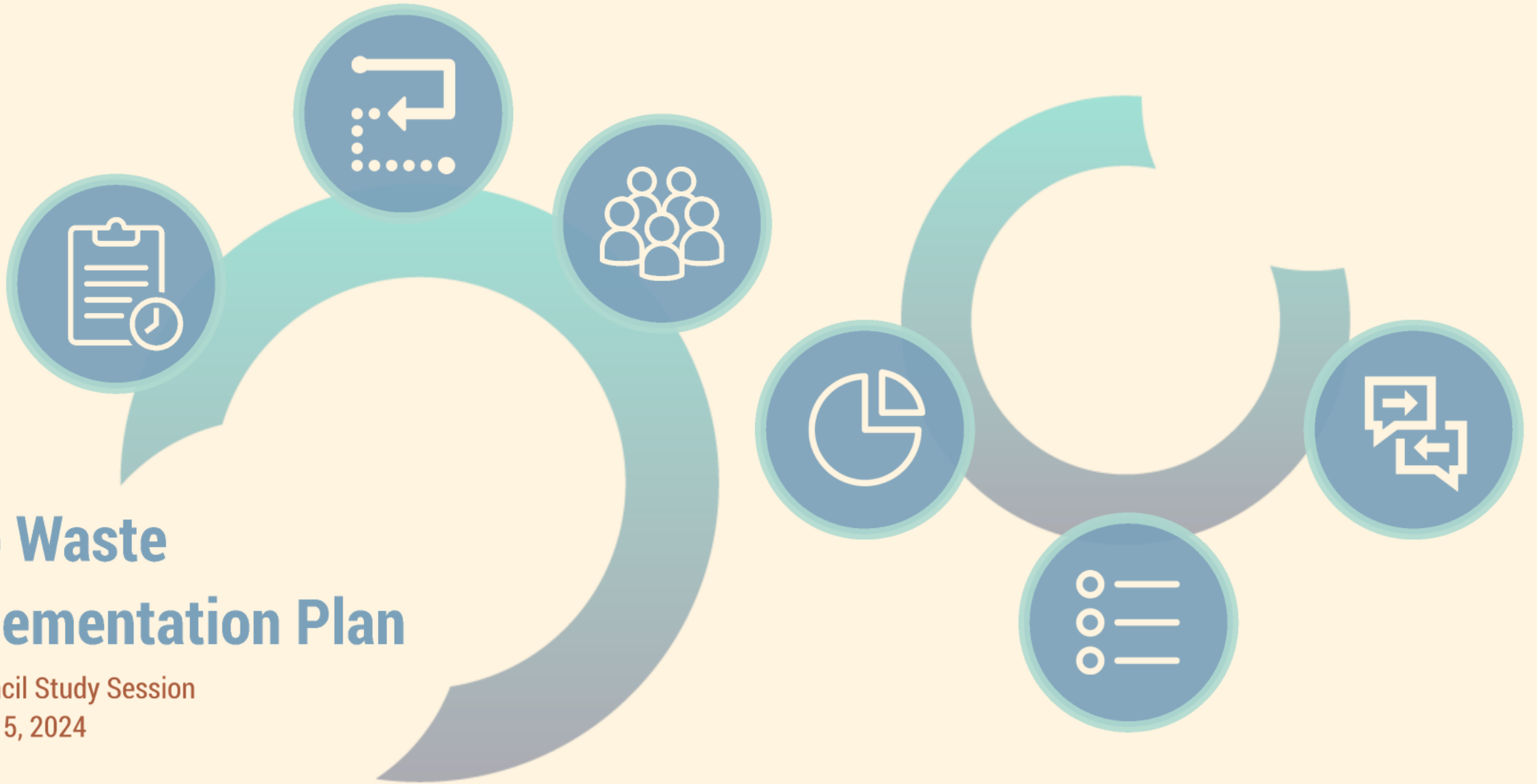


# Zero Waste Implementation Plan

City Council Study Session  
October 15, 2024



# Agenda

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- 1) History/Background
- 2) Stakeholder Engagement
- 3) Key Focus Areas
- 4) Priority Programs
- 5) Questions and Feedback:  
Focus Areas and Priority  
Programs

# Alameda's Zero Waste Implementation Plan



2010

- 2008 Climate Plan
- State diversion goals

2018

- Five key strategies
- Senate Bill 1383

2024

- Source reduction
- Reuse
- Equitable
- Measurable



The Goal

## The Goal

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- 89% diversion from landfill
- 2.1 pounds per day (PPD) per person
- 81% as of 2022 reporting

# Engagement Strategy

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Focused on:

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

Meetings

Takeaways

# June - August 2024

## Community Meetings

- In person and virtual
- Community organizations, schools, businesses

## Business Presentations

- Chamber of Commerce
- Downtown Alameda
- West Alameda

## Focus Groups

- Low income and unhoused
- Multi-tenant and commercial

## Internal Meetings

- Purchasers
- Event planners
- Operations
- Capital Improvement

## Resident Survey

- Statistically valid survey
- Completed in September
- Results this month

## Key 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

## 2024 Focus Areas

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- Based on assessment of City's current programs and stakeholder engagement:
  - Behavior Change
  - Waste Reduction
  - Reuse
  - Construction and Demolition

Behavior  
Change

Waste  
Reduction

Reuse

Construction  
and  
Demolition



## Behavior Change

1 Community Based Marketing tools

2 Resources for small businesses

3 Enhance City's bulky item program

# Waste Reduction

1 Zero Waste program re-brand

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2 Policies and practices for Departments

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3 Support systems/managing materials

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4 Illegal dumping program enhancement

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## Reuse

1 Foodware Ordinance focus shift

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2 Increase and promote reuse markets

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3 Bring-Your-Own programs

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## Construction and Demolition

1 Diversion technical education/assistance

2 Support and incentivize deconstruction

## Three Priority Programs

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- Target materials that are difficult to recycle or dispose of
- Support equity goals and community feedback to extend programs to those with less access

Bulky  
Program

Illegal  
Dumping

Low Income  
and Unhoused

## Bulky Program Options

- 1 Increase education and outreach, community based social marketing/targeted campaigns
- 2 Bulky drop off days
- 3 Discounted/free bulky drop off at designated locations
- 4 Expand program to commercial customers

## Illegal Dumping Program Options

- 1 Increased access to disposal services
- 2 Coordination with bulky program
- 3 Comprehensive enforcement program

## Low Income, Unhoused Program Options

- 1 Implement "Cash for Trash" type programs
- 2 Vouchers, education, transportation to increase reuse participation
- 3 Expand existing cleanup efforts, reuse, recycling and DIY opportunities



# Thank you!

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- Staff welcomes general feedback
- Specifically seeking input on focus areas and priority programs



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