

**THE
PATH TO
ZERO WASTE...**

IS PAVED WITH

GOOD INTENTIONS.

**IN EVERY
COMMUNITY...**



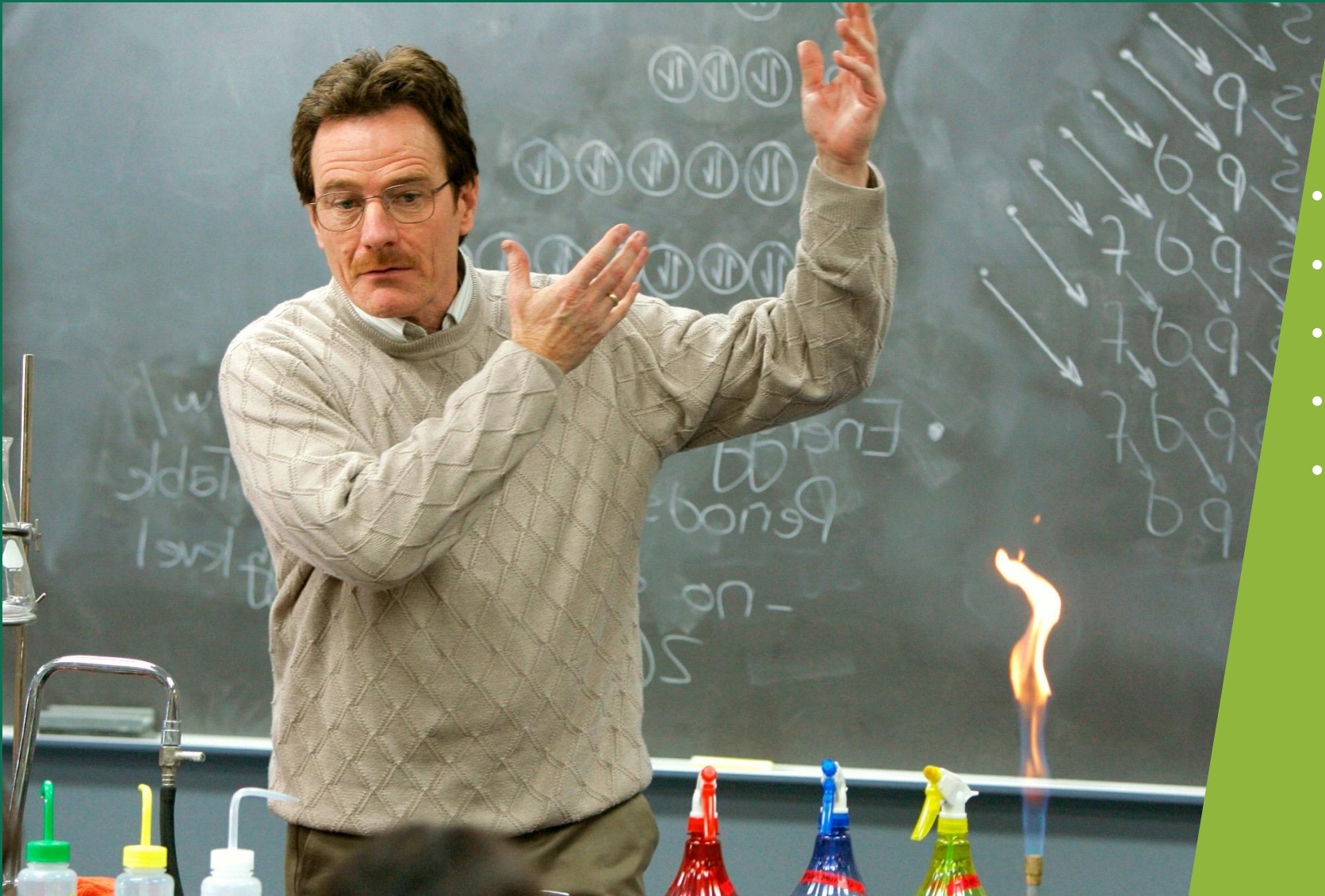
MATT

- Drives a Prius
- Eats Granola
- Likes flannel – A Lot
- Hash tags full sentences
- Volunteers on the Reg
- Tells you how to recycle
#MissesCaliforniaBecause
TheyRecycleEverything

SUSIE

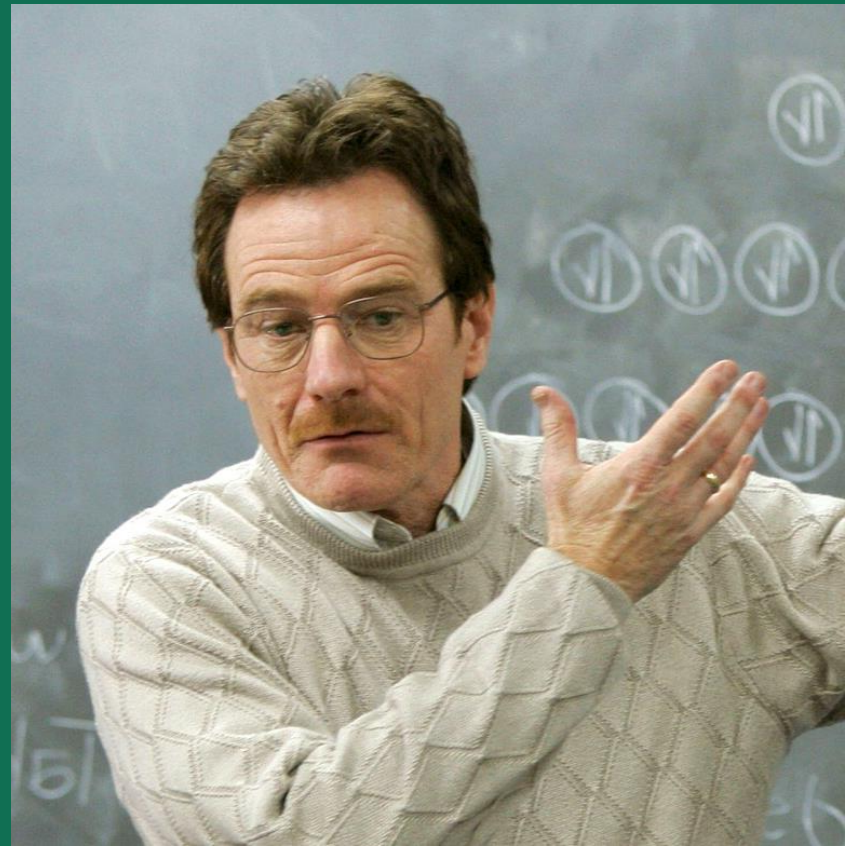
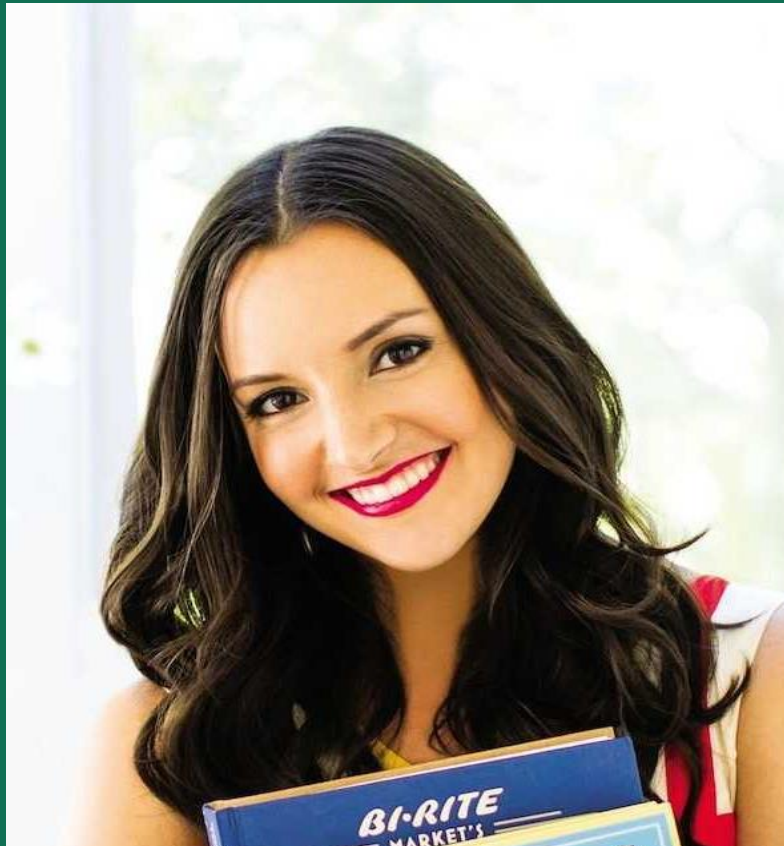
- Stay at home mom
- 2 Kids – Boy & Girl
- Active in her HOA
- Side eyes bad recyclers
- Washes her recycling
- Yells “Litter Bug” at people
- Wants to know when you can speak to her group of homeschoolers.





WALTER

- Science Teacher
- Unhappy wife
- Has the “Big C”
- Works second job
- Focused on making money; not saving the planet.



HOW TO GET MSW TO ZERO WASTE

WHAT ZERO WASTE IS

**ZERO WASTE IS A JOURNEY,
NOT A DESTINATION.**

**WHAT ZERO
WASTE
ISN'T**

**ZERO WASTE IS NOT
JUST 100%
RECYCLING**

DECIDE

Choose to reduce your climate impact and build a resilient community.

INSIDE-OUT

The inside champion is from the public sector (either staff or elected) and the outside champion is a citizen or citizen group.

PRIORITIZE

- Zero waste is driven by local, community action.
- Prioritize zero waste actions into the most critical components.

PHASE 1 | YEARS 1-5

- Commit to the Zero Waste path and start measuring your progress
- Universal household recycling with unit-based pricing (PAYT)
- Universal recycling for all businesses and multi-family units (MFUs)
- Universal composting programs for households, MFUs and some businesses
- Product fees and bans
- Public space, school and government initiatives including Zero Waste events
- Incentives for construction, demolition and deconstruction (CDD) recycling
- Community education

PHASE 2 | YEARS 6-9

- Recycling required for all businesses, homes and MFUs
- Composting required for all businesses, homes and MFUs
- Expand waste reduction and reuse initiatives
- Biweekly trash service for residents
- Landfill and incinerator disposal bans
- Producer responsibility for hard-to-recycle (HTR) materials including electronics, paint, mattresses, carpet, batteries and other misc. products.
- Recovering materials from mixed construction loads
- Community education

PHASE 3 | YEARS 10+

- Enforcement of source separation requirements
- Public policy support for sustainable consumption
- Economic policy changes and full-cost accounting
- Residual waste processing and ban on incineration
- Community education

**ZERO ISN'T
REALLY ZERO**

**WE ARE COMMITTING TO
PURSUE THE GOAL OF ZERO.**

**ACHIEVING A ZERO WASTE FUTURE
REQUIRES MORE THAN JUST
CHANGING INDIVIDUAL BEHAVIOR—**

**WE NEED TO ENGAGE WITH
CITIZENS AND PUBLIC OFFICIALS TO
CHANGE OUR COMMUNITY
SYSTEMS.**

QUESTIONS

Thank You!

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VB *City of*
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