

## Results from the Policy and Program Questionnaire Completed by Stakeholders at the June 11<sup>th</sup> Workshops

### Trends

- All policies are highly supported
- Maximizing voluntary programs prior to implementing mandatory requirements is preferred
- City should lead by example
- Rate structures for commercial and multi-family do not incentivize recycling enough
- Provide outreach and education assistance to schools and use them as conduits to the community
- We need more education – folks still don't have all the info that they need – partner with community groups and student groups to do social marketing

At the workshops, the stakeholders filled out a questionnaire and were asked to rate over 25 potential policies and programs. Below are the results of the rating process. The higher the rank (1 is highest) means the most consensus - that is, more folks "strongly agreed" with the policy or program. All policies and programs listed were highly supported.

Rank	Policy
1	11. Adopt the policy that no compostable organics should go to landfill.
2	19. Work with Alameda Unified School District and private and parochial schools in the City to integrate Zero Waste into curriculum and to implement Zero Waste systems for all schools and administrative offices.
3	1. Be a strong advocate for legislation and programs regionally, statewide, nationally and globally that makes manufacturers responsible for their packages and products.
4	15. Support legislation to require Caltrans to use mulch and compost made from urban organics to landscape freeways, and to use other recycled materials in sub-base and road mixes (e.g., rubberized asphalt).
5	7. Place recycling bins wherever there are trash cans in all public locations.
6	20. Train managers of buildings and facilities about Zero Waste systems and resources.
7	22. City agencies should lead by example to implement all actions asked or required of residents and businesses and report on progress annually.
8	6. Encourage or require deconstruction, salvage, and reuse of materials from construction and demolition (C&D) projects in addition to existing recycling requirements.
9	8. Require all multi-family dwelling building owners and commercial building owners to provide recycling services to their tenants.
10	14. Help market urban organics to farmers to restore the health of soils and reduce use of fertilizers, pesticides and irrigation water.
11	23. Help retain and expand Green Businesses. Provide preferences in City procurement, funding and permitting for certified Green Businesses in the City.
12	27. Expand the City's development of Green Buildings and encourage residents and businesses to develop more Green Buildings. Restore functional buildings, rather than demolish them.

<b>Rank</b>	<b>Policy</b>
13	28. Require processing of all materials (MRF first) before they are buried in landfills to leach out toxics and digest organics.
14	24. Purchase Zero Waste products and services: return to vendor any wasteful packaging; reduce packaging and buy in larger units; use reusable shipping containers; purchase reused, recycled and compost products; buy remanufactured equipment; lease, rent and share equipment; buy durables, using life-cycle cost analyses; and purchase less toxic products.
15	12. Support elimination of state "credit" to count Alternative Daily Cover (ADC) as diversion immediately to help stimulate the development of new composting facilities (including urban areas) particularly ones that can process food scraps.
16	4. Engage industry; make them aware that all new manufactured products need to be designed to be reusable, recyclable, or compostable.
17	16. Develop Resource Recovery Parks (neighborhood take-back centers) to accept all reusables, recyclables and compostables from the public and provide locations for reuse, recycling and composting businesses to process materials, manufacture products and sell products to the public.
18	26. Ask businesses to adopt Zero Waste goals and plans that follow Zero Waste Business Principles.
19	2. Engage industry, make them aware of materials and products that are problems for the City, and establish a process for resolving those problems.
20	13. Support the phase out of the use of yard trimmings statewide as ADC (to cover trash at the end of the day in stead of soil) by 2010.
21	18. Fund large-scale social marketing campaign on an on-going basis to educate residents, businesses and visitors about the new rules and changes over time.
22	5. Require all residents, businesses, and institutions to participate in the City's recycling and organics program (mandatory source separation).
23	10. Support local, regional and state landfill surcharges, and bond issues to fund low-interest loans and/or grants to develop needed local recycling and composting infrastructure in urban areas.
24	21. Use new outreach tools, including Facebook, YouTube, blogging, and Twitter to communicate Zero Waste messages.
25	3. Ban products or packages from being sold or require manufacturers or retailers to take back designated products and packaging sold in the City that are toxic in their manufacture, use, or disposal, and/or are not currently recyclable in the area.
26	9. Require reuse, recycling or composting of all bulky items collected in the City (single-family, multi-family, and business).
27	25. Adopt "Precautionary Principle" for all City purchases. The precautionary approach seeks to minimize harm by using the best available science to identify safer, cost-effective alternatives.
28	17. Modify zoning regulations to allow Zero Waste infrastructure by right in appropriate zones.

Space on the questionnaire was provided for additional input or recommendations for additional policies and programs to be considered. These suggestions are summarized below.

**Additional Issues/Suggestions from Stakeholder Questionnaires**

Take back hazardous waste at point of purchase

Garbage cops

Require restaurants and products to use less packaging

### **Additional Issues/Suggestions from Stakeholder Questionnaires**

Require every apartment to obtain at least one per each bin (green, blue, gray)
Alameda Towne Centre recycling containers
Ban trash in schools
Write-ups for teachers that don't recycle
Incandescent bulb diversion (as with compact fluorescents)
Neighborhood waste/recycling receptacles
Help remodeling contractors: plumbers, electricians, etc. by providing curbside C&D, centralized easy drop-off
Implement 2x per week green bin pick up for restaurants at 1x per week rates
Help low-waste generators with 10 gallon gray bins, picked up every 2 weeks, etc.
"Rollout" for businesses – research
Random phone surveys - find out why folks are not recycling
Educate general population
"Free" commercial recycling only reaches those who'd volunteer - either mandatory recycling or much more significant rate signals needed to change business behavior
Statewide mandatory commercial recycling will likely apply to greater than 4 cubic yard customers. Will probably apply to only a fraction of Alameda businesses. We should have our own standards.
Make sure all businesses subscribe to gray bin service
Pricing structure that makes sense for multi-plex owners
Medical equipment rental library
Require recycling after better voluntary program has been put into effect
I would like recycling bins, quote from ACI was \$1,000 additional per month
Use rate structure to foster appropriate recycling/disposal behavior
Make readily available information about where materials can be recycled/disposed of

At the workshops, stakeholders discussed additional issues and suggestions. These are listed below.

### **Other Issues/Suggestions identified by Stakeholders at Workshops**

- Monitor implementation of San Francisco mandatory recycling and composting ordinance and consider it as a model for implementatin in Alameda
- Need more information to folks about how to divert food scraps – still dealing with the “ick” factor
- Would like to see the return of compost give-back – so generators can see the benefit of composting
- Need more incentives and rewards for participation – recognize the restaurants that are in the food scrap program
- Need blue and green bins next to every trash bin
- More incentives in the rate structure (particularly commercial and multi-family)
- Focus on organics and how to get everyone to participate
- “How to” composting guide/video (ACI video is great – need one focused green cart)
- Need to address use of bags for green cart – this is a barrier – negotiate wth ACI to use alternative compost facility that can handle plastic bags
- Need to inform people about plastic gyre and use of non-recyclable plastic
- Garbage is an invention - in western Samoa there is no garbage

- More education is needed in the high schools – City should help
- Support green schools challenge initiated by the School District
- Styrofoam ban is working – now ban plastic bags
- Need to address “hard to recycle materials” (medical waste, pharmaceuticals, etc.)
- Provide indoor bins (for free or at cost) for churches and commercial generators
- Grandfathered mini-cans are problematic (occasionally ACI drivers throw them away!), but low-volume generators need options. Consider every other week collection for low volume generators.
- Conduct a random survey to find out why businesses and residents are not recycling/composting
- Work with Home Owner Associations to educate residents
- Model behavior at all City facilities (including at Mastick!)