

# Zero Waste for Cities

Green CA Summit  
April 20, 2011  
Robin Schidlowski



ESA is where  
solutions and  
service meet.

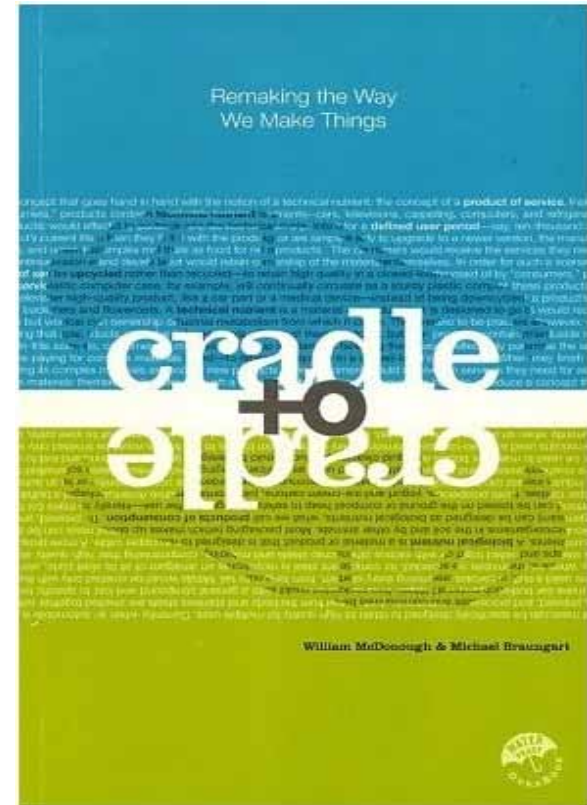
# What is Zero Waste?

Emulating natural cycles, where all discarded materials are resources for other uses.

Designing and managing products and processes to reduce the volume and toxicity of waste and materials.

Conserving, and recovering all resources instead of burning or burying them.

Eliminating all discharges to land, water, and air that may be a threat to planetary, human, animal, or plant health.

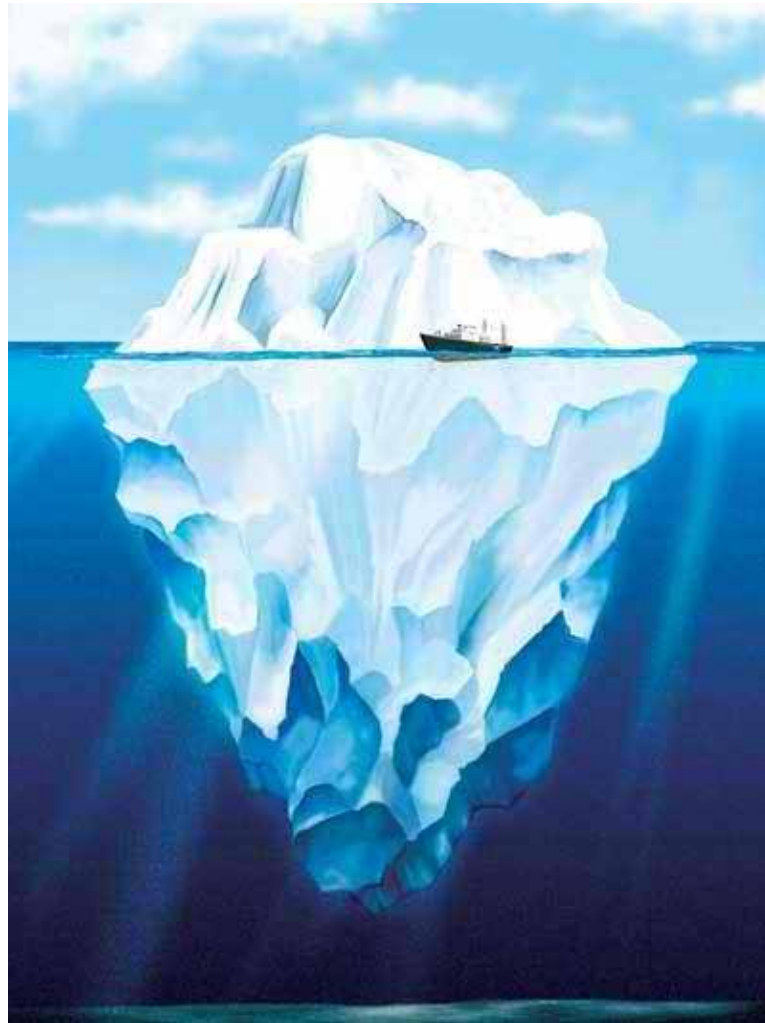


# ZERO WASTE SYSTEM



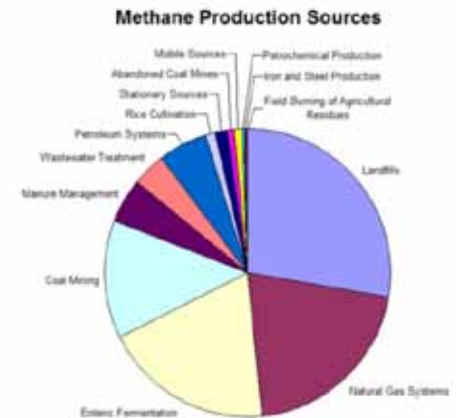
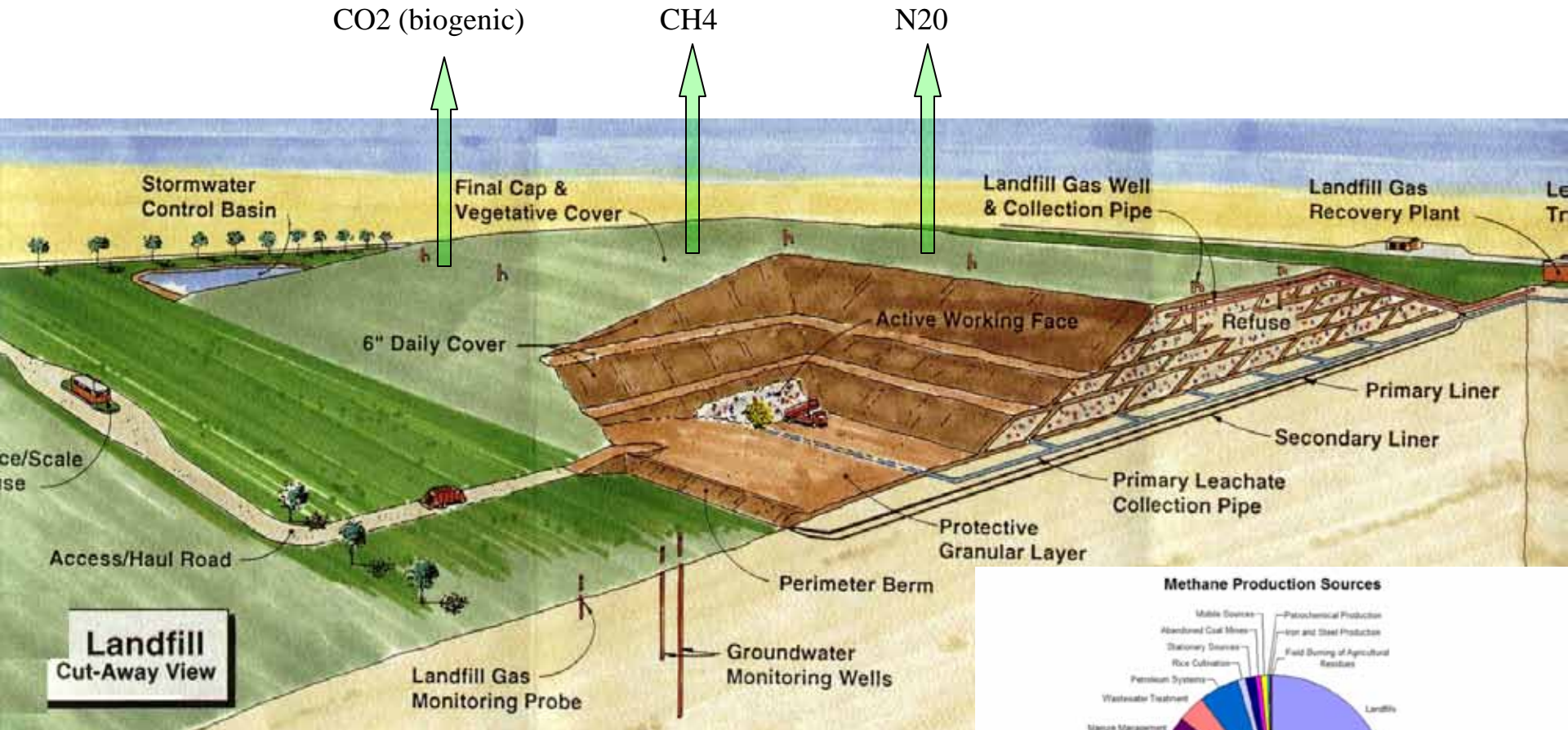
## Zero Waste Goes Beyond Recycling

- MSW



- Upstream Waste

# An End to Landfilling/ Drivers for Change



## Organics Out of Landfill



## San Francisco Leads the Nation in Waste Diversion



- Fantastic 3 since 2001
  - full spectrum organics
  - commingled recycling
- 75% Diversion by 2010
- Zero Waste By 2020

## Relationships for Success

- Local Agency



- Hauler and Processor

- Technical Consultant

## Collection, Hauling and Processing



- Specialized trucks
- MRFs  
C&D  
Commercial  
Residential
- Windrow Composting
- Anaerobic Digestion/ EBMUD

## Specialized Trucks



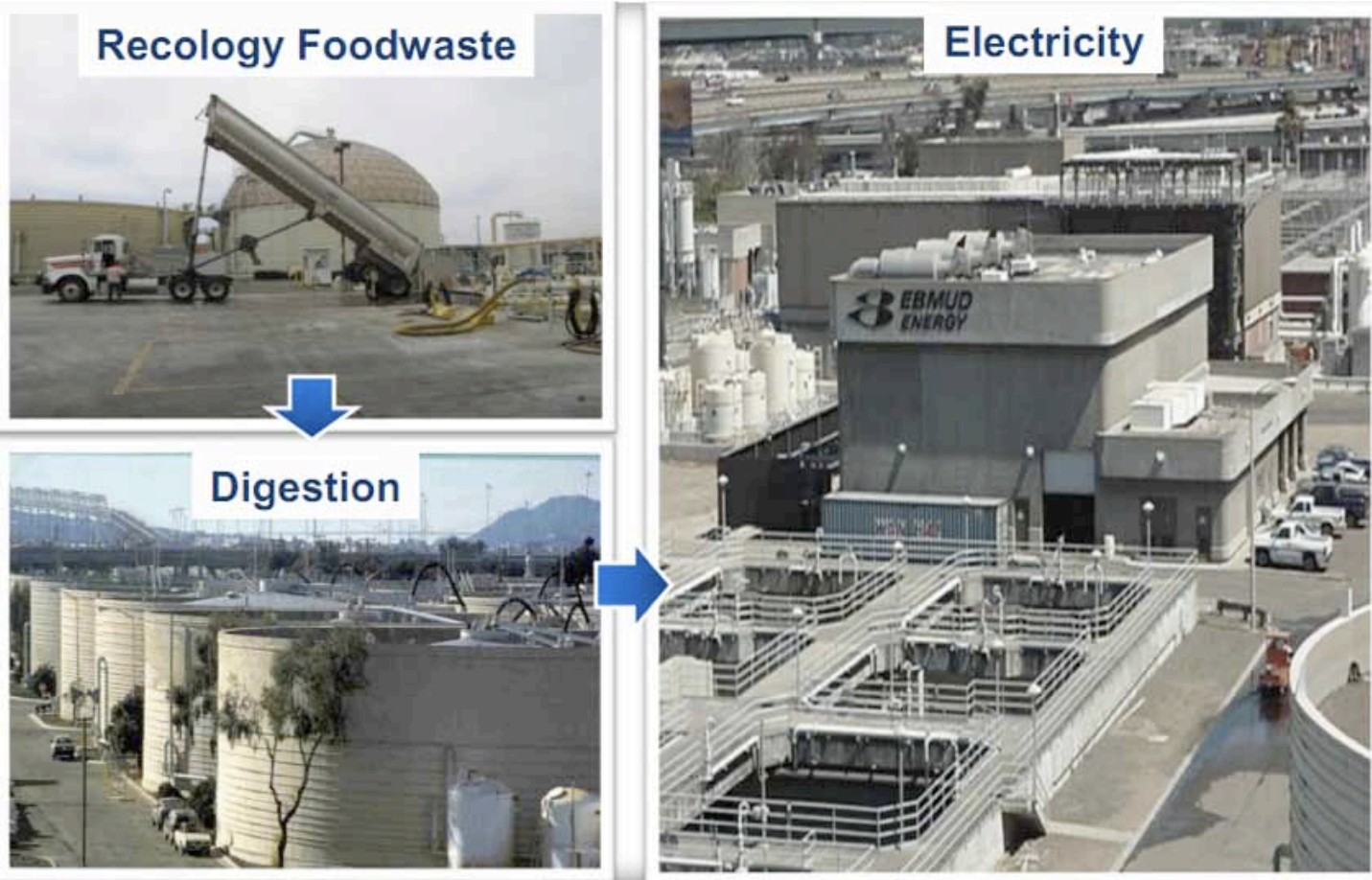
## Material Recovery Facilities



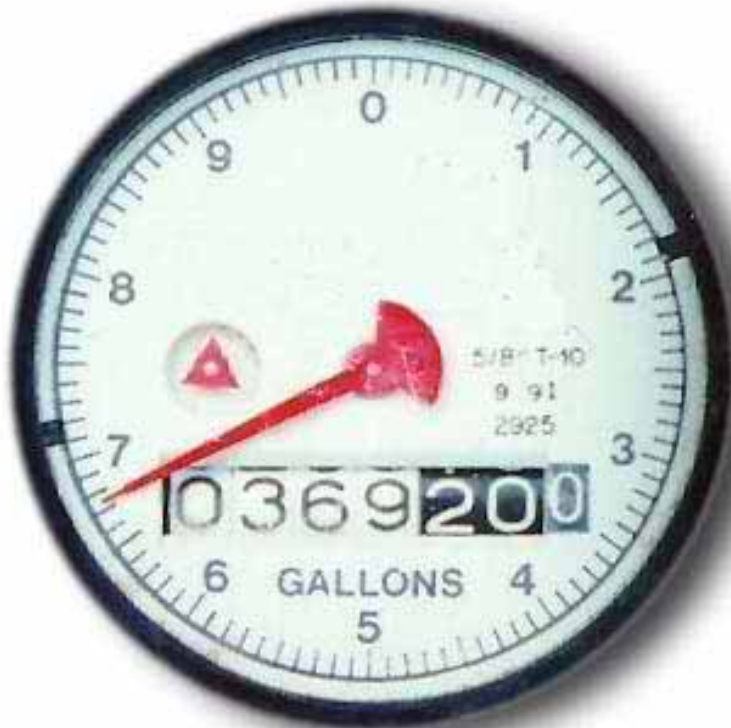
## Windrow Composting



# Anaerobic Digestion



## Rates and Incentives



- PAYT
- Five year rate process
- Businesses up to 75% discount off disposal rates
- No cost to residents for recycling and composting service

## Policy, Policy, Policy



- Construction and Demolition Debris Recovery
- Special Event Recycling
- Polystyrene Ban
- Mandatory Recycling and Composting
- Extended Producer Responsibility

# 2009 Mandatory Recycling and Composting Ordinance





# Low Cost Media Campaign!



**npr**

ENVIRONMENT

## Food Recycling Law A Hit In San Francisco

Morning Edition  
Oct 21, 2009 | [More on NPR.org](http://More on NPR.org)

The new law requires residents to dispose of food waste in a separate bin, and many are thrilled.

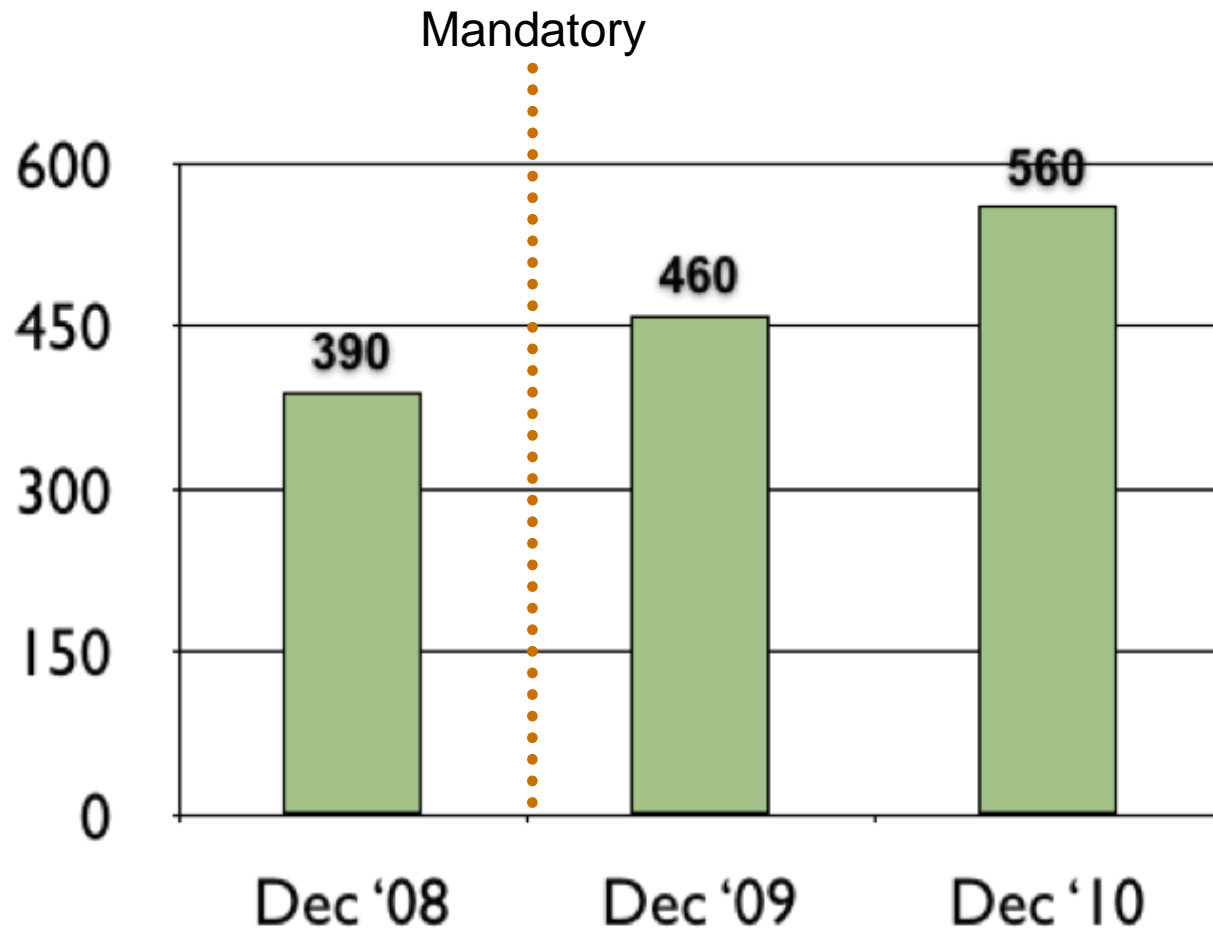
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**Dan Ashley**

**Mandatory Composting**

abc 7 news.com

## Organics Tons Per Day



## Creating Culture Change







## Consumer Responsibility





# Social Media

facebook

## SF Recycles

Wall Info Photos Welcome to... Video

Add to My Page's Favorites  
Subscribe via SMS

**Information**

Location:  
San Francisco, CA, 94102

**909 People Like This**

 Megan Tolbert	 Raquel Kronen	 Denise Arias
 Sara Mooring Collins	 Nereida Vega	 David Kury

**SF Environment**  
Does your apartment building need a battery bucket? If so, call Recology at 330-1300 and they'll drop one off (or post below and we'll help you out.)

February 24 at 12:46pm - Like - Comment - Share

Julia Au and 8 others like this.

Ken Lin - Ott what if I live in Oakland?  
February 24 at 2:37pm - Like

SF Environment Visit our friends at Oakland Recycles for answers: <http://www.oaklandpw.com/Page33.aspx>  
February 24 at 2:41pm - Like

Debbie Garabato Getting my bucket delivered on Monday. Thanks!!!  
February 24 at 3:56pm - Like

Write a comment...

## Teaching Zero Waste

- Not Much Belongs in the Landfill
  - De-normalizing Waste
- Identifying Materials
  - What is this thing made of?
- Understanding Key Concepts
  - What is Recycling?
  - What is Composting?



## Lessons Learned



- Set goals and plan
- Gain stakeholder and community Support
- Use policy to change waste stream, influence relationships, and drive change.

## Future Considerations



- Anaerobic Digestion
- Resource Recovery Park
- Adjusted Rates and Discounts
- Bi-weekly Collection of Landfill
- EPR



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