



During the past fiscal year, StopWaste.Org provided 9,000 elementary school students, parents and teachers with free educational tours of the Davis Street (San Leandro) and Fremont Recycling and Transfer Stations.

STOPWASTE.ORG

Reducing the Waste Stream for Alameda County

FALL 2012 | UPDATE

20/20 FORESIGHT

A CLEANER ENVIRONMENT AND A STRONGER ECONOMY.

In technology-obsessed California, there's a tendency to associate these aspirations with the clean tech industry. But the truth is, there's a less glamorous, low-tech path to achieving a healthier environment, revitalizing the economy, and creating more jobs in our region: recycling and materials use efficiency. That's why Lisa Jackson, the head of the U.S. Environmental Protection Agency, has said that recycling is "a homegrown jobs program, an environmental program and an energy program and a water program all in one."

In 1990, when Alameda County voters approved the Alameda County Waste Reduction and Recycling Act—better known as Measure D, only 14 percent of discarded materials were diverted from the county's landfills. We've come a long way since then. Today, Alameda County has one of the largest food scrap recycling programs in the country. Plant debris is banned from landfills, and we bolster compliance with that ban by educating landscape professionals and home gardeners about recycled compost and mulch and other

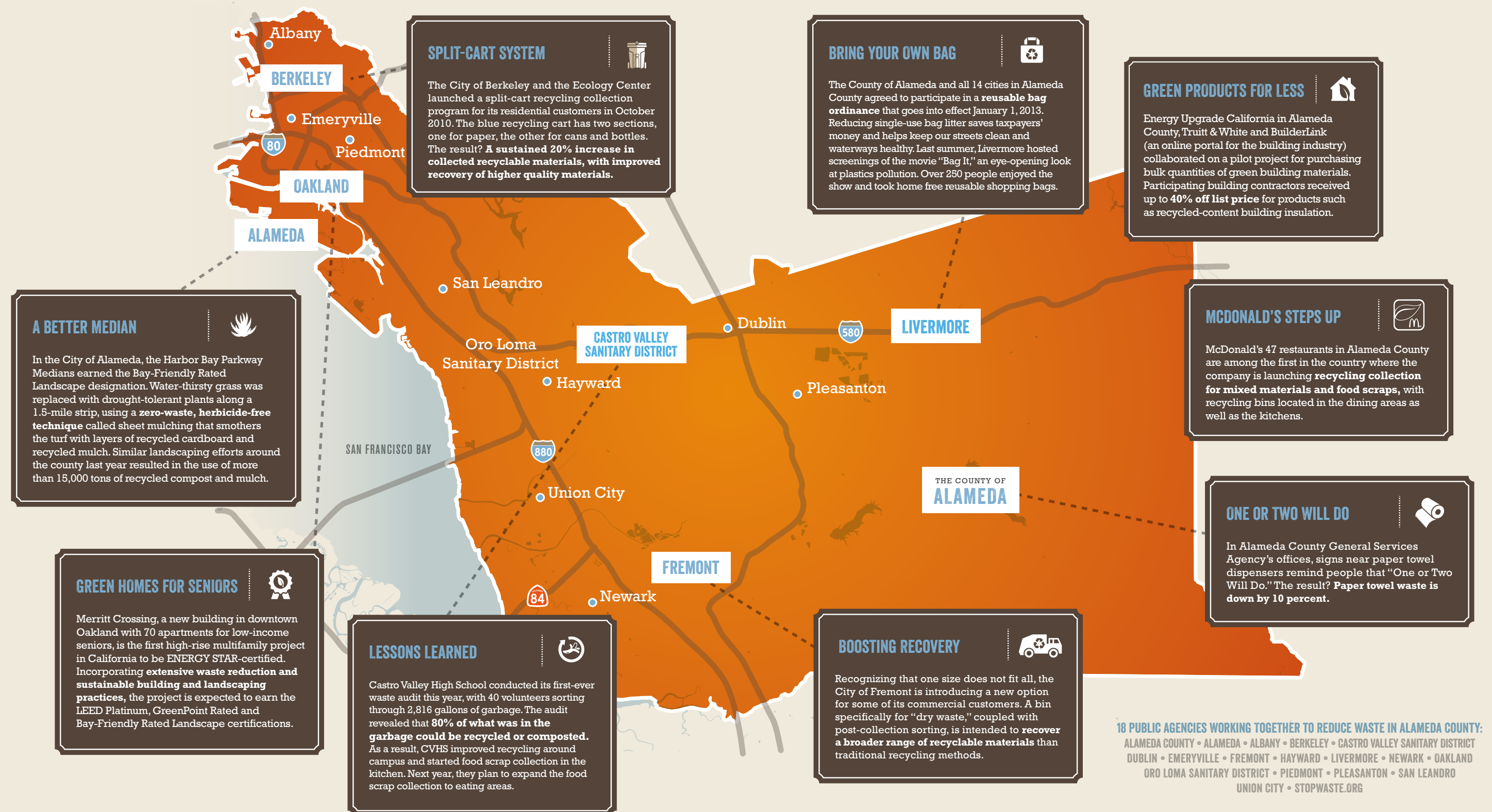
strategies with multiple community benefits, like saving water or improving stormwater runoff quality. In 2000, construction and demolition debris was 21 percent of the county's waste stream; by 2010, it was down to 12 percent, due in part to efforts by StopWaste.Org, our member agencies, and private partners to green the region's building industry. And thanks to our leadership in Alameda County, CalGreen, the statewide green building code, includes construction and demolition recycling requirements for most projects.

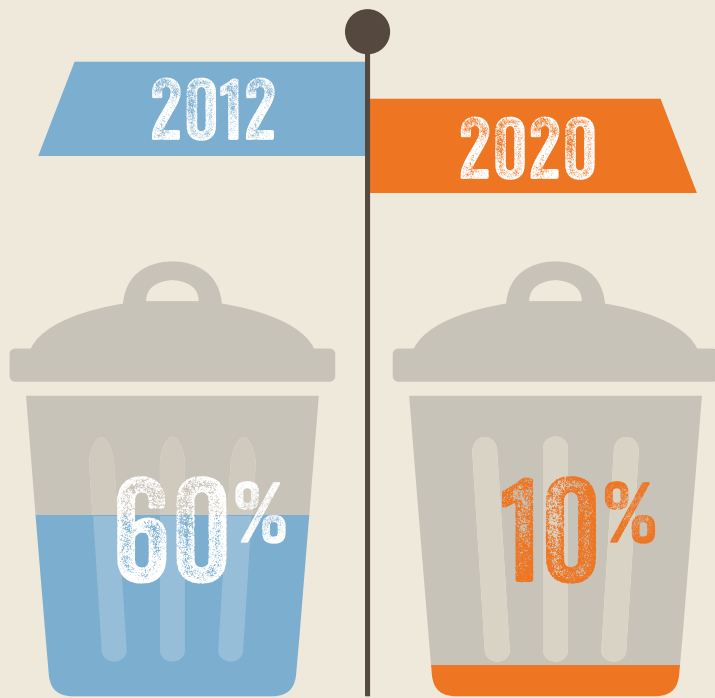
Despite these and many other successful efforts, we still bury around \$100 million of resources every year. That buried treasure isn't just wasted stuff. It's a wasted opportunity to create jobs and to bring money into our county by selling secondary commodities to Asian manufacturers and others. Under the leadership of our Boards, StopWaste.Org is intensifying efforts to keep reusable, recyclable and compostable materials from going to waste.

"THE GOAL? BY 2020, LESS THAN 10 PERCENT OF WHAT WINDS UP IN LANDFILLS WILL BE READILY RECYCLABLE OR COMPOSTABLE."

(CONTINUED ON PAGE 5)

WASTE REDUCTION NEWS IN ALAMEDA COUNTY





Estimated % of garbage that's readily recyclable or compostable

**UNDER 10
BY 2020:
HOW WE'LL GET THERE**



UC Berkeley's Cal Dining staff received training in the LeanPath food waste tracking system, which the University purchased with the help of a Business Waste Prevention grant from StopWaste.Org. In the first year of using the system, Cal Dining eliminated 27 tons of kitchen waste and reduced food purchasing expenses by 18 percent.

StopWaste.Org's vision:
By 2020, less than 10% of Alameda County's trash will be readily recyclable or compostable. To help achieve that goal, we are:

**NEGOTIATING AGREEMENTS FOR
IN-COUNTY COMPOSTING FACILITIES
WITH COMPATIBLE ENERGY RECOVERY**

(anaerobic digestion to produce valuable bio-gas, followed by composting)

**PROVIDING FREE TECHNICAL ASSISTANCE
AND SUPPORTING COMPLIANCE WITH OUR:**

- Ban on plant debris going into landfills
- Mandatory commercial recycling ordinance
- Countywide reusable bag ordinance

**ADDRESSING MATERIALS THAT ARE HARD
TO RECYCLE OR COMPOST BY:**

- Working with institutional food service kitchens to reduce food waste and purchasing expenses
- Working with companies that ship products to save costs with reusable transport packaging
- Helping consumers find effective alternatives to household hazardous waste products
- Encouraging builders and landscape professionals to choose recycled content building products, compost, and mulch, through bulk purchasing and other cost-saving techniques



RECENT ACCOMPLISHMENTS

S TOPWASTE.ORG WORKS WITH THOUSANDS OF PARTNERS EACH YEAR, PROVIDING A FULL RANGE OF SERVICES TO HELP KEEP OUR COMMUNITIES THRIVING. CHECK OUT SOME OF OUR ACHIEVEMENTS FROM THE PAST FISCAL YEAR.

- ▶ Provided **\$754,000 OF GRANTS** to non-profits, multifamily affordable housing projects, businesses, and others.
- ▶ Provided free waste reduction and recycling assistance to **400 MEDIUM AND LARGE ORGANIZATIONS**.
- ▶ Honored 11 organizations for **EXEMPLARY SOLID WASTE REDUCTION ACTIONS**, including Finelite, US Foods, Dublin Corporate Center, SYNEX Corporation, and Amtrak Operations & Maintenance Facility, and publicized these success stories online and in local media.
- ▶ Provided **FREE DESIGN ASSISTANCE** to 15 small commercial building projects and 23 municipal landscape projects. The landscape projects collectively used 15,000 tons of recycled content compost and mulch.
- ▶ **TRAINED 114 LANDSCAPE PROFESSIONALS** and member agency staff in landscape waste reduction techniques. In total, these landscape professionals manage about 7,000 acres.
- ▶ Helped seven member agencies to implement software that makes it **EASIER FOR BUILDING CONTRACTORS TO COMPLY** with local and state requirements for construction and demolition debris recycling.
- ▶ Led service learning or student action projects in more than 200 classrooms, with **MORE THAN 17,000 STUDENTS** participating in waste reduction efforts.
- ▶ **TRAINED 500 SCHOOL CUSTODIANS** in solid waste reduction practices.
- ▶ Sponsored a bill that was signed into California law to make hazardous waste management **EASIER FOR SMALL BUSINESSES**.
- ▶ Advocated for **STRONGER MATERIALS MEASURES** in five state and national standards, including participation in the LEED Materials & Resources Technical Advisory Group.

(CONTINUED FROM COVER)

The goal? By 2020, less than 10 percent of what we landfill will be readily recyclable or compostable.

Earlier this year, we made important strides toward achieving the “under 10 by 2020” goal when our Board of elected officials enacted two ordinances: a mandatory recycling ordinance for larger businesses and multifamily buildings, and a reusable bag ordinance. You can learn about these ordinances in detail at www.RecyclingRulesAC.org and www.ReusableBagsAC.org. These two laws capture the benefits of working together on a large scale while providing the flexibility of local control. Individual jurisdictions within the county were able to opt out of these ordinances. All 14 cities and the county chose to participate in the reusable bag ordinance, and member agencies encompassing about 90 percent of businesses and multifamily residences in the county chose to participate in the mandatory recycling ordinance.

StopWaste.Org is managing these new recycling and waste reduction efforts by operating more efficiently, not by increasing our budget or diminishing services. In fact, we’ve managed to reduce our core budget by 13.5 percent over the past five years.

Looking ahead, we will be negotiating agreements that support in-county composting capacity with renewable bio-gas production. Reducing local purchase of imported fossil fuels will keep more money in our local economy, limit our vulnerability to global economic volatility, and reduce greenhouse gas emissions. The next generation needs simultaneous economic and environmental progress. Working together, we can ensure that our children get what they need.

Gary Wolff, P.E., Ph.D.
Executive Director
gwoff@stopwaste.org

ABOUT STOPWASTE.ORG

StopWaste.Org is a public agency responsible for reducing the waste stream in Alameda County. We help cities, business, schools and residents reduce waste through source reduction and recycling, market development, technical assistance and public education.

We are governed jointly by two Boards, the Alameda County Waste Management Authority and the Alameda County Source Reduction and Recycling Board. Board meetings are open to the public. For upcoming meeting dates and agendas, please visit www.StopWaste.Org.

WE WANT TO HEAR FROM YOU.

Let us know how we're doing, and how we can help you.

Mail: 1537 Webster Street, Oakland, CA 94612 **Phone:** (510) 891-6500

Gary Wolff, P.E., Ph.D., Executive Director, gwolff@stopwaste.org

RECYCLING, COMPOST AND REUSE PROJECTS

Tom Padia, Principal Program Manager, tpadia@stopwaste.org

RECYCLED CONTENT PRODUCTS AND WASTE PREVENTION PROJECTS

Wendy Sommer, Principal Program Manager, wsommer@stopwaste.org

MEDIA AND COMMUNICATIONS INQUIRIES

Jeff Becerra, Communications Manager, jbecerra@stopwaste.org

To view this report online, please visit www.StopWaste.Org.

MATERIALS MANAGEMENT CYCLE

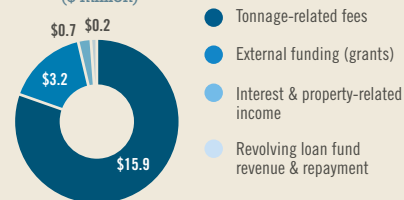
StopWaste.Org takes a comprehensive approach to stopping waste. Our work influences decisions made by people at every phase of the materials management cycle, from purchasing and consumption choices to what happens when products are discarded.



FINANCIALS

StopWaste.Org's total budget for fiscal year 2012-13 is \$20.9 million. **BY OPERATING MORE EFFICIENTLY, WE'VE LOWERED OUR CORE BUDGET BY 13.5% OVER THE PAST FIVE YEARS.**

Revenue Sources (\$ million)



Expenditures (\$ million)

