



DATE: September 13, 2018

TO: Programs & Administration Committee
Planning Committee/Recycling Board

FROM: Tom Padia, Deputy Executive Director

BY: Cassie Bartholomew, Program Manager

SUBJECT: ReThink Disposable Update

SUMMARY

In partnership with StopWaste, ReThink Disposable is actively seeking businesses to participate in our 2018 program. At the September Programs & Administration Committee meeting, staff will share a new video developed by Clean Water Fund designed to build awareness about the Alameda Theater's transition from disposables to reusable trays, cups and utensils.

DISCUSSION

StopWaste has partnered with ReThink Disposable, a program of Clean Water Fund, to reduce single use disposable food service ware and packaging distributed and used by food businesses and institutions in Alameda County. ReThink Disposable is a technical assistance program that helps food businesses implement voluntary best management practices to reduce waste and cut costs by minimizing the use of disposable products. With StopWaste's support since 2014, the Rethink Disposable campaign (www.rethinkdisposable.org) has reached over 430 Alameda County businesses, with 50 sites implementing measures that reduced over 11,000 lbs. of disposable single-use food ware products. The Alameda Theater, a current ReThink participant, recently launched a "how to" pre-roll video showing movie attendees the impact of the program and how to properly sort their reusables at the end of each feature.

RECOMMENDATION

This item is for information only.