

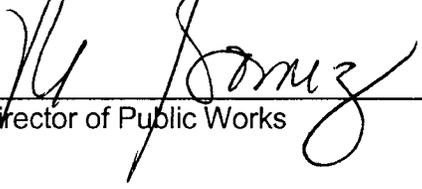
REQUEST FOR CITY COUNCIL ACTION



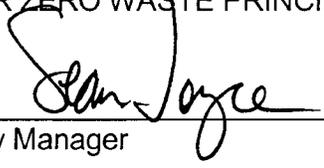
COUNCIL MEETING DATE:

JULY 10, 2007

TITLE: RESOLUTION OF SUPPORT FOR ZERO WASTE PRINCIPLES



Director of Public Works



City Manager

RECOMMENDED ACTION

Adopt RESOLUTION NO. - A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF IRVINE SUPPORTING ZERO WASTE PRINCIPLES AND STATEWIDE "ZERO WASTE CALIFORNIA" EFFORTS

EXECUTIVE SUMMARY

With the passage of the California Integrated Waste Management Act (AB939) in 1989, cities statewide have been required to ensure that at least half of the solid waste generated in each jurisdiction be diverted from landfills. While this effort has been largely successful, with California's overall diversion rate currently at 54% and Irvine's at 56%, the state is continuing efforts to improve upon its achievements. With valuable resources still being thrown away and depleted that could otherwise be salvaged, the state has encouraged cities to join them in taking waste reduction to a new level by advocating a "Zero Waste California."

Recycling programs have become commonplace throughout California; therefore, the Zero Waste effort seeks to shift the emphasis from recycling of waste generated to waste minimization. Zero Waste means making the most efficient use of natural resources to reduce waste as much as possible in order to protect and sustain the environment. By applying Zero Waste principles, natural resources can be conserved and the environment preserved for future generations. The attached Resolution endorses the State's "Zero Waste California" efforts and supports advocating Zero Waste ideals through the City's recycling and environmental outreach programs.

COMMISSION RECOMMENDATION

Not applicable.

STATEMENT OF THE ISSUE

Zero Waste is a principle that promotes recycling, waste minimization, sustainable consumption and product reuse. The California Integrated Waste Management Board (CIWMB) has incorporated Zero Waste as one of its strategic goals to protect the environment. CIWMB is promoting the goal of a "Zero Waste California" to educate and encourage the public, businesses and local governments to reduce waste and to recycle whenever possible.

The City of Irvine has already applied some Zero Waste principles to its environmental programs. In 1989, the California Integrated Waste Management Act (AB 939) established a 50 percent landfill diversion rate requirement by the year 2000 for all California cities. The City achieved and surpassed this regulatory requirement through its environmental programs that already encourage many Zero Waste practices through residential curbside recycling, parks recycling (where City parks are equipped with special recycling receptacles for public use), recycling at City facilities and the City's purchasing policy to buy recycled products when feasible. In addition, the City Council adopted a Green Building program that encourages the use of energy and water efficient products, reused or recycled building resources and non-toxic materials.

Key elements of a Zero Waste strategy include:

- **Product Stewardship:** A key factor to minimizing waste is to change the perception of waste. Waste has long been considered a natural by-product of society; but now, the emphasis is shifting from consumption and waste disposal to the proper management of resources. Trash is increasingly viewed as a resource that can be reused, recycled or reduced. One way to promote Zero Waste is through product stewardship. Product stewardship places the focus of waste on the "front-end" by holding manufacturers responsible for how a product is made and packaged. This alleviates the consumer's responsibility for the product's disposal on the "back-end." For example, manufacturers utilizing recycled materials are reducing the quantity of new materials extracted to create their products. Manufacturers can also decrease the amount of waste associated with a product by reducing the amount of packaging that goes into a product.
- **Consumer Action:** As consumers, the public can endorse Zero Waste principles by purchasing materials made of recycled content whenever possible. By doing so, consumers are sending the message to manufacturers that reusing a product is preferable to extracting new materials. This will encourage manufacturers to find methods and technologies to recycle and reuse resources. Consumers can also set an example by recycling, reusing and reducing resources to minimize waste.

- **Economic Benefits:** Zero Waste not only benefits the environment but it is also economically practical. On a macro-scale, recycling is a big business in California, accounting for approximately 85,000 jobs and producing \$10 billion in products and services per year according to CIWMB. On a micro-level, businesses that establish recycling programs and reduce trash can save money on their trash bills. Manufacturers who reuse parts can reduce their inventory costs. Consumers can benefit economically through “Zero Waste shopping” (e.g., purchasing items in bulk to save money and reduce the amount of trash generated by such products that contain less packaging). Zero Waste consumers also benefit by taking their plastic bottles, glass and cans to recycling centers to redeem the California Redemption Value refund.
- **“Zero Waste” Focus in Public Outreach:** An integral component of the City’s environmental programs is education. Educating the public is an important tool to spread the message about Zero Waste and protecting the environment. Staff continues to educate the public on the importance of protecting the environment at outreach events, by conducting presentations and providing educational materials. All City environmental programs public education material will include the state’s adopted slogan: *“Zero Waste, You Make It Happen.”* Going forward, City outreach efforts can focus more on promoting and encouraging Zero Waste practices by Irvine residents and businesses.
- **Commitment to Zero Waste in Public Policy:** The City can further support Zero Waste principles by supporting legislation to end subsidies for manufacturers who extract new materials, thereby encouraging manufacturers to use environmentally-friendly products and packaging, promoting the use of recycled products and supporting the development of a well-planned statewide waste minimization and recycling infrastructure.

Approval of the proposed Resolution would establish the City as a leader in promoting Zero Waste principles and one of Orange County’s first cities to formally endorse a Zero Waste program.

ALTERNATIVES CONSIDERED

The City Council may elect not to adopt the Zero Waste Resolution.

FISCAL IMPACT

There is no fiscal impact.

Request for City Council Action
Resolution of Support for Zero Waste Principles
July 10, 2007
Page 4

Report prepared by: Angie Burgh, Management Analyst
 Michael Byrne, Senior Management Analyst

Reviewed by: Marcia Beckett, Fiscal and Environmental Administrator

Attachment:

1. Zero Waste Resolution

CITY COUNCIL RESOLUTION NO. 07-95

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
IRVINE SUPPORTING ZERO WASTE PRINCIPLES AND
STATEWIDE "ZERO WASTE CALIFORNIA" EFFORTS

WHEREAS, the California Integrated Waste Management Act of 1989 (AB 939) required cities and counties to achieve a landfill diversion rate of 50% by the year 2000, and to reduce, reuse, recycle and compost solid waste materials to the maximum extent feasible before utilizing landfills or other disposal methods to conserve water, energy and other natural resources, and to protect the environment; and

WHEREAS, the City of Irvine has achieved and consistently exceeded the AB939 diversion rate requirement, and has advocated the benefits of waste reduction and recycling to the public as required by AB939; and

WHEREAS, the statewide strategic plan of the California Integrated Waste Management Board (CIWMB) encourages all local governments to join in promoting a "Zero Waste California," and calls for expanded public and private efforts "to reduce, reuse, or recycle all discarded materials back into nature or the marketplace in a manner that protects human health and the environment and with all materials being managed to the highest and best use to create a sustainable California"; and

WHEREAS, the CIWMB has adopted "Zero Waste, You Make It Happen" as a statewide slogan; and

WHEREAS, waste reduction, reuse and recycling conserve natural resources reduce pollution and are cheaper than disposal when all costs are considered and create more jobs in local communities; and

WHEREAS, to maximize waste reduction, reuse and recycling, product manufacturers should share responsibility for their product and packaging waste and participate in redesign of the product lifecycle process to ensure that all material can be safely recycled; and

WHEREAS, with appropriate economic incentives, manufacturers can produce and businesses can sell products that are durable and repairable and can be safely recycled back into the marketplace or nature; and

WHEREAS, consumer demand for products that are made from recycled materials, and are produced and packaged in an environmentally-friendly manner that fosters resource sustainability, should be encouraged;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Irvine hereby endorses a "Zero Waste California" and adopts Zero Waste as a long-term goal for Irvine in order to eliminate waste and pollution in the manufacture, use, storage and

recycling of materials. This goal will be achieved by actively encouraging Irvine residents, businesses and agencies to use, reuse and recycle materials judiciously, in addition to encouraging manufacturers to produce and market less toxic and more durable, repairable, reusable, recycled and recyclable products;

BE IT FURTHER RESOLVED that the City Council of the City of Irvine will assist in advocating for local, state and federal policies that promote Zero Waste principles and that help develop a well-planned statewide waste minimization and recycling infrastructure, will support City programs that promote Zero Waste ideals and will endorse that all City environmental and recycling program-related outreach materials be labeled or embossed with the "Zero Waste, You Make It Happen" slogan and related CIWMB website address.

PASSED AND ADOPTED by the City Council of the City of Irvine at a regular meeting held on the 10th day of July, 2007.


MAYOR OF THE CITY OF IRVINE

ATTEST:


CITY CLERK OF THE CITY OF IRVINE

STATE OF CALIFORNIA)
COUNTY OF ORANGE) ss.
CITY OF IRVINE)

I, SHARIE APODACA, City Clerk of the City of Irvine, HEREBY DO CERTIFY that the foregoing Resolution was duly adopted at a regular meeting of the City Council of the City of Irvine on the 10th day of July, 2007, by the following vote:

AYES: 5 COUNCILMEMBERS: Agran, Choi, Kang, Shea, and Krom
NOES: 0 COUNCILMEMBERS: None
ABSENT: 0 COUNCILMEMBERS: None


CITY CLERK OF THE CITY OF IRVINE