



AGENDA ITEM NO.

COUNCIL MEETING

APPROVED BY

DEPARTMENT DIRECTOR

CITY MANAGER

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June 26, 2007

FROM: RENE A. RAMIREZ, Director *[Handwritten signature]*
Department of Public Utilities

THROUGH: BILL O'BRIEN, Assistant Director *[Handwritten signature]*
Solid Waste Management Division

BY: ROBERT GEDERT, Chief of Operations *[Handwritten signature]*
Solid Waste Management Division

SUBJECT: A RESOLUTION OF COUNCIL ADOPTING A SEVENTY-FIVE PERCENT (75%) WASTE DIVERSION GOAL BY 2012 AND A ZERO WASTE GOAL BY 2025 FOR THE CITY OF FRESNO, IN COORDINATION WITH THE FRESNO GREEN STRATEGIES

KEY RESULT AREA

Public Safety

RECOMMENDATION

Staff recommends adoption of resolution presented.

EXECUTIVE SUMMARY

The state Legislature enacted AB 939 in 1989, requiring all cities in the State to divert 50 percent from the landfill by January 1, 2000 through source reduction, recycling, and composting activities. The City has implemented forty (40) new diversion programs since 1990 to reach the 50 percent diversion including: residential and commercial recycling, construction and demolition debris diversion, schools programs, and outreach and technical assistance. The City's diversion rate, based on a 2004 Waste Generation Study yet to be approved by the CIWMB, indicates the City has reached as much as a 62 percent diversion in 2004.

SB1020, currently under consideration in Sacramento, would require seventy-five percent (75%) diversion by all California communities by 2012. On May 1, 2007, Department of Public Utilities presented the achievement of a 62% diversion rate for the City, with several Council members indicating a desire to adopt the seventy-five percent (75%) diversion goal. City staff, under the inspiration of the Fresno Green initiative, desire to take a leadership role in adopting the seventy-five percent (75%) goal prior to any state requirements. In addition, City staff recommend adopting a Zero Waste goal for 2025, as a leader in the State toward promoting more aggressive recycling and composting services.

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KEY OBJECTIVE BALANCE

The recommendation for increasing recycling diversion balances the three key objectives of Customer Satisfaction, Employee Satisfaction, and Financial Management. Customer Satisfaction is satisfied through the technical advice offered by trained City staff to assist local schools, businesses, and homeowners to reduce waste generation and increase recycling diversion. Employee Satisfaction is satisfied through the utilization of their talents and skills in promoting a safer, cleaner environment where natural resources are preserved and waste streams are diverted to more productive use, rather than buried in the landfill. Financial Management is satisfied by the full use of recycling collection programs provided by our recycling staff to residents, schools, and the general public, reducing overall disposal costs.

BACKGROUND

The State Legislature enacted AB 939 (1989) "The Integrated Waste Management Act" into law establishing the requirement that each city and county must develop a diversion plan, that was to include an implementation schedule showing: "diversion of 25 percent of all solid waste from landfill or transformation facilities by January 1, 1995 through source reduction, recycling, and composting activities; and, diversion of 50 percent of all solid waste by January 1, 2000 through source reduction, recycling, and composting activities."

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City staff, under the inspiration of the Fresno Green initiative, desire to take a leadership role in adopting the seventy-five percent (75%) goal prior to any state requirements. In addition, City staff recommend adopting a Zero Waste goal for 2025, as a leader in the state toward promoting more aggressive recycling and composting services.

Establishing the Zero Waste goal, and an intermediate goal of seventy-five percent (75%) Diversion provides vision and leadership for the City staff in designing and implementing new diversion services for our residents, schools, and businesses. The concept of the goals is to adopt the vision, and plan for services that progressively reduce the reliance on landfilling and incineration. The goals do not dictate future expenses or budgets, yet they provide guidance to staff in crafting future annual budgets to plan and implement new diversion programs.

To reach seventy-five percent (75%) Diversion, the city staff are investigating food waste diversion options. Commercial generated food waste, from local restaurants and produce processors, if screened and processed properly, can be added to the Wastewater Plant digesters, significantly increasing production of methane gas that can be utilized for electrical power generation for the facility operations. Staff have discussed a small pilot program for 2008, within current budgetary parameters, to explore the feasibility and identify any collection or processing issues in handling food scrap. A full city-wide commercial food waste collection program might be proposed for the FY09 budget, if the pilot yields favorable results. Staff is also investigating residential food scrap recycling options as well.

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With further gains in commercial recycling, aggressive marketing of recycling services in Multi-family settings, and a commercial food waste program, the City diversion rate can surpass the seventy-five percent (75%) diversion mark by 2012.

The City recycling staff also propose the endorsement of the Zero Waste philosophy, where waste is viewed as an operational inefficiency of any business, office, school or home. Zero Waste is defined as the attainment of 90% waste diversion, and aggressive source reduction activities designed to reduce the generation of waste. Although critics may claim it is impossible to reach Zero Waste, there are now more than 100 businesses that have documented attainment of this lofty goal. Two such companies operate in the City of Fresno; Grundfos Pumps (93% waste diversion) and OK Produce (95% waste diversion).

The Fresno Green initiative recommends the Council adoption of these two waste diversion goals through Strategy 17. The strategy includes the recommendation of developing a city-wide "Zero-Waste Strategic Plan". Activities that support the Zero Waste goal are also included in the Fresno Green initiative, within Strategy 14 and Strategy 18. City staff recommend adoption of the Zero-Waste philosophy, as a guiding path toward creatively addressing the wasting of valuable resources.

FISCAL IMPACT

There is no fiscal impact to the City of Fresno resulting from the adoption of the seventy-five percent (75%) Diversion and the Zero Waste goals.

Attachment:

Zero Waste resolution

Zero Waste description