

Attachment C: Zero Waste Goal Background

The California Integrated Waste Management Act of 1989 (AB 939) required that all California jurisdictions achieve a landfill diversion rate of 50% by the year 2000, and that jurisdictions reduce, reuse, recycle, and compost all discarded materials to the maximum extent feasible before any landfilling or other destructive disposal method is used. In 1990 the City Council approved Resolution# 66253 C.M.S, adopting Solid Waste Reduction Goals including:

- Managing discarded materials as important recoverable resources that contribute to the local economy when reused and recycled
- Applying the hierarchy of integrated waste management in the following order of priority: reduce what is consumed and discarded; reuse as much as possible before discarding; recycle and compost to the maximum extent what is discarded; properly landfill the rest
- Stabilizing and expanding markets for recyclable materials and products by buying recycled materials and products, expanding existing and attracting new user industries to manufacture products from recycled materials, and supporting state and federal recycled materials market legislation and programs

In 1990 Alameda County's voters passed ballot Measure D (The Alameda County Waste Reduction and Recycling Initiative Charter Amendment), setting a requirement for the County to reduce landfilling by 75% by 2010. In 2002 the City Council adopted Resolution #77500 C.M.S. establishing the goal of 75% reduction of waste going to landfills by 2010 for the City of Oakland in alliance with the countywide 75% waste reduction requirement.

In 1992 the City Council adopted Resolution #68780 C.M.S. authorizing establishment of a state-designated City Recycling Market Development Zone (RMDZ), which the City continues to staff with a full-time RMDZ Coordinator in the Community and Economic Development Agency. The purpose of the City's establishing a state-designated Recycling Market Development Zone is to attract, retain, and expand recycling-based businesses in Oakland. Recycling is a key local industry, with materials converging from all over Northern California feeding 3 of the top 10 exports from the Port of Oakland, including the top 2 (scrap paper and scrap metal). Over 50 Oakland businesses collect, process, and/or manufacture products made from recyclable materials, employing nearly 1,000 individuals many of whom are Oakland residents. In addition to those processing and consolidating materials for export, other businesses produce value-added products including major industrial manufacturers such as Owens Brockway Glass.

In 1999 the City Council adopted Resolution 74773 C.M.S. establishing a policy and task force to reduce dioxin emission effects on public health and the environment.

In 1998 the City Council adopted the Sustainable Development Initiative (Resolution 74678 C.M.S), which embraces the concept of meeting people's current economic, social, cultural, and environmental needs in ways that enhance the ability of future generations to meet their needs. Oakland's FY 2005-07 Mayor and City Council Goals include: Develop A Sustainable City through maximizing socially and environmentally sustainable economic growth, including conserving natural resources. In alliance with Oakland's Sustainable Development Initiative and

Attachment C: Zero Waste Goal Background (continued)

Sustainable City goal, in June 2005 Oakland Mayor Jerry Brown joined mayors of 50 of the world's largest and most visionary cities as an original signer of the United Nations World Environment Day Urban Environmental Accords, pledging that Oakland would implement 21 action steps toward sustainable cities in the areas of energy, waste reduction, urban design, transportation, environmental health, and water including: Establish a policy to achieve zero waste to landfills and incinerators.

Cities, councils, counties, and states worldwide have adopted a goal of achieving zero waste, including the counties of San Francisco, Santa Cruz, San Luis Obispo and Del Norte in California; the cities of Palo Alto and Berkeley in California, Seattle in Washington, Toronto in Canada, and Canberra in Australia; and the state of New South Wales in Australia; and 45% of New Zealand's local government councils. By establishing a Zero Waste Goal, the City of Oakland would join a growing global movement of local governments that have adopted Zero Waste goals and policies.