

Zero Waste Policy and Strategic Plan Meeting Notes
Palo Alto Zero Waste Task Force
August 11, 2005
Palo Alto Art Center/Meeting Room

Vision Statement

- Vision does not sound like a vision – liked earlier draft better (version 9)
- Put vision closer to/at front (discussion on placement)
- Vision is outcome – NOT how we're going to get there
- Needs to be succinct enough for average reader to understand in 4 or so sentences (would be used often)
- Doesn't like how vision statement is in regard to "discards" only – want to look at every stage
- Recycling/diversion permeates document – needs to give/focus on waste prevention
- What
 - Zero Waste seeks to eliminate (vision statement) waste wherever possible ... line 31, draft 14
- Where
 - Vision statement up front in special box and then repeat where it is in text

General

- Too focused on waste – not enough waste prevention, zero waste is more
- Discards sounds like garbage
- Need terms that lay people will understand
- After vision statement, have something that states the hierarchy of zero waste
- Zero waste is Reduce, Reuse, Recycle – FOCUS ON
- Recycle not enough – talk about problems: pollution, socio-economic impacts, etc.

1.2 Circular: put ZW – 3R hierarchy

1.3 Show respondent numbers – looks like there is more buy in than really is
>>> say they don't have buy-in so the council knows when they make their decision

2 Change shadings on pie charts so they copy better

2.1 Explain that SMaRT sorts recycling out of garbage
>> have list of reduce and reuse efforts (agreed)
>> table 1, etc > too much editorializing
> could be put above 51,000 and remove

- > place in box next to chart/combine chart and table (agreed to do)
- > 44,000 gets lost

- 2.2 Should say that we need focus on business/multi-family dwellings
- Recommend study break out multi-family from commercial
 - Business would like economic break out for no change/status quo vs. going for Zero Waste (Problem: don't have data, don't have plan)
 - Can put in appendix >> Gary has some numbers
 - Need to show that businesses can/will save money (Put up front – DO NOT BURY)
 - If we can get Chamber members to understand this it will help Zero Waste gain momentum/pass
- 2.5 Should be placed before 2.4
- 2.4 Line 29 (remove “before 2007)
- 2.5 Front load and roll off should be explained/defined
- Talk re: Put or Pay should explain
 - In objective2 might want to explain how/why renegotiate put or pay >> what would go into “new package” – consider other issues along with put or pay
 - Rename objectives:
Objective 1 – REDUCE – work with ...
Objective 2 - REUSE
- Group them all together under appropriate objective
Objective 4, strategy 1 #2
- Use waste gen study to identify items (significant) to target for waste reduction
 - Ask staff for long term look at single stream vs. source separation and how that will affect us reaching goal
 - Look at economics of
 - Want analysis

Comments on Bob's summary (with Bud's comments) to Gary, who will incorporate all into one document.

Attendance

Ramsey Shuayto, Stanford Management Company
Tom Moutoux, Foundation For Global Community
Emily Renzel Resident, Parks representative
Irene Sampson, League of Women Voters

Monica Devincenzi, PASCO
Fred Romo, PASCO
Karen Holman, PA resident
Greg Mize, Roche Palo Alto
Bud Mission, Roche Palo Alto, Task Force Co-Chair
Walt Hays, PA resident, Task Force Co-Chair
Gary Liss, ZW Consultant
Robert Le, City of PA
Paula Borges, City of PA
Annette Puskarich, City of PA
Mike Jackson, City of PA
Wendy Hediger, City of PA