

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

The City of Palo Alto has long been a leader in recycling and has developed many innovative and comprehensive recycling programs. Gary Liss & Associates (GLA)¹ developed the following menu of policies and incentives for Zero Waste for the City of Palo Alto, California to consider adopting to build on its past leadership and successes.

The goal of this menu is to highlight different policy options available to the City that will assist it in achieving Zero Waste. It is not expected that all of these policies will be adopted – just those that work well with the unique community values of Palo Alto. The goal is to use incentives and policies to restructure the marketplace to encourage waste prevention, reuse, recycling and composting. These incentives and policies may require changes in policies and definitions in:

- RFPs and Contracts
- Rates, Ordinances
- Land Use Permits
- Facility Permits
- City General Plan
- Zoning

In addition, the avoidance of taxes is one of the most powerful incentives for the private sector. As a result, how the City structures its fees and taxes can have a major influence on corporate actions. The Zero Waste Plan should be designed to identify where the City can tax things that are not wanted, and decrease taxes on things that are wanted (such as jobs, goods and services) to “Tax Bads, Not Goods.” Many of the policies and incentives below can be implemented at little or no cost to the City, and just require changes in business deals and legal documents associated with the current system.

Ultimately, the goal is to change the City’s impacts on economic choices made in the community, so that waste prevention, reuse, recycling and composting programs that were marginal in the past would become economic and cost-effective. Given that 75% of the remaining wastes being disposed in Palo Alto are from businesses, the most effective approach to achieving Zero Waste would reward businesses more that design wastes out and eliminate materials from being wasted. These changes need to consider the impacts on the producer of the materials (residential and commercial waste generators), the waste haulers and recyclers and the facilities that will receive these materials.

The City also can change how it pays for garbage and recycling services to contractors, so that the City pays for what it wants (waste prevention, reuse, recycling and composting), and doesn’t pay, or pays much less, for wasting. This recognizes wasting as a symptom of inefficiency, and harnesses the forces of the marketplace to achieve the public policy goal of Zero Waste. As the City plays a critical role in education and outreach responsibilities in the current Palo Alto system, the Zero Waste Plan should recommend policies and incentives for contractors that recognize the unique roles that they play in Palo Alto that could help make Zero Waste programs

¹ For more information, contact Gary Liss at 916-652-7850, gary@garyliss.com, www.garyliss.com.

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

more cost effective and efficient (e.g., processing and marketing high quality products for their highest and best use) and reinvesting those resources into the local economy whenever possible.

After review and discussion, the City’s Zero Waste Task Force should select policies that complement each other, and provide an integrated system that is logically consistent and makes economic sense. One of the first major decisions is to decide where the emphasis on achieving program goals will come: from public expenditures; setting new rules for commercial waste and recyclables hauling; and/or setting new rules for businesses (waste generators) to follow.

On April 7, 2005, please be prepared to (1) list the 5 items under each heading you deem most important; and (2) rank the top 10 from all headings in order of priority. You will be asked to turn those rankings in at the end of the meeting. Please factor into your rankings issues such as the need for such a policy or incentive, the ease of implementation, and the cost of implementation.

If you have any questions in advance about what some of these proposed policies are referring to, please call Gary Liss at 916-652-7850 or email him before the meeting. He will also attend the meeting on April 7th and make a presentation on these policies at that time. If you have other ideas for policies and incentives, please send an email to gary@garyliss.com and he will compile them for discussion at the April 7th meeting.

SYSTEM IMPROVEMENTS		
Policy	Action Needed	Rank
1. Adopt Zero Waste (ZW) as a community goal by 2020 and set a goal for the City to divert from landfill at least 75% of all materials generated by 2010. Adopt in strategic Zero Waste Action Plan (ZWAP) in July 2005, and in the City’s Sustainability Plan and the City’s General Plan.	Resolutions to adopt the City’s ZW Policy in these documents.	
2. Develop Zero Waste Implementation Plan to detail City’s priorities for facilities to be developed after the City updates its detailed waste characterization study ² .	City policy and budget.	
3. Adopt zoning policies that encourage siting of reuse, recycling and composting facilities. ³	City Zoning policy.	
4. Consider Zero Waste, waste prevention, reuse, recycling and composting to be economic development priorities to make Palo Alto businesses more sustainable and globally competitive. Leverage community reinvestment and economic development strategies to help expand needed services.	In Palo Alto Economic Development plans.	

² Scheduled for FY2005-2006.

³ Including thrift stores and repair shops.

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

INCENTIVES FOR WASTE GENERATORS		
Policy	Action Needed	Rank
5. Recognize businesses that are models of one or more Zero Waste Business Principles. ⁴	City outreach program and budget.	
6. Expand City’s waste audit and technical assistance services for businesses, coordinating with Pollution Prevention Program of Environmental Compliance Division with Integrated Environmental Audits (like with Green Business Certification programs), to provide detailed analyses like the Alameda County StopWaste Partnership Program. ⁵	City outreach program and budget.	
7. More actively promote Bay Area Green Business Program and recruit Palo Alto businesses to participate. List Palo Alto Green Businesses on City’s website with contact information and URL links to websites of those business to encourage the public to patronize them.	City outreach program and budget.	
8. For Palo Alto businesses certified as Green Businesses, provide discounted development fees and prioritize applications for permits by the Palo Alto Development Center.	City outreach program and budget.	
9. Help develop Sustainable Business Rating System with CA Sustainable Business Council, ⁶ and then work with the largest 50 businesses in Palo Alto to adopt.	City outreach program and budget.	
10. Train businesses and City staff on how to truly achieve a “paperless office,” using the latest technologies (e.g., extensive use of electronic mail and electronic document storage and retrieval systems ⁷) to reduce wastes and desktop “mini-bin” programs to recycle >80% of discarded materials in offices. ⁸ Work with all government offices (including courts) to be able to accept electronic submittal of all applications and required submittals. Provide wireless Internet throughout downtown and other major commercial areas.	City outreach program and budget.	
11. Promote use of the PASCO curbside recycling service to	Amend PASCO contract	

⁴ For copy of the Principles, go to: <http://www.grn.org/zerowaste/business/>

⁵ See <http://www.stopwaste.org/home/index.asp?page=9>

⁶ The California Sustainable Business Council (CSBC) is a newly-formed statewide coalition of organizations working to promote and develop sustainable businesses. For more info, see www.calsbc.org

⁷ For example, President Bush called for national adoption of electronic medical records in his recent state of the union address (<http://www.actalliance.org/onlinehealth.htm>). Dr. Paul Tang at the Palo Alto Medical Foundation is a pioneer in using such electronic medical records (http://www.pamf.org/news/2003/0403_hipaa.html).

⁸ Brenda Platt, *Mini Bins Help Office Settings Reduce Waste 50 Percent and More*, Institute for Local Self-Reliance, July 2002, see <http://www.ciwmb.ca.gov/LGLibrary/Innovations/MiniBins/>

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

all businesses small enough to use the same service (e.g., <1 cy per week), not just “home businesses,” ⁹ at no additional cost to the business. Develop a policy and strategy for promoting such services in multi-tenant buildings.	scope of work and budget to reflect change in services proposed (hereinafter this action abbreviated as “Amend PASCO contract”). ¹⁰	
12. Promote material exchanges, including CalMax, EBay, Resource Area for Teachers (RAFT) and FreeCycle. Work to develop South San Francisco Bay Area computerized matching system for donations of excess inventory materials and products to local nonprofits (as done by LA Shares in Los Angeles). ¹¹	City outreach program and budget.	
13. Require PASCO to offer recycling services at no additional cost to businesses (without monthly bin rental fee).	Amend PASCO contract.	
14. Allow PASCO to provide payment for source-separated materials that are more valuable than the cost of collection.	Amend PASCO contract.	
15. Require PASCO to provide at least an equal volume of recycling and garbage bin, cart or can capacity for all new construction and major renovation projects in the City.	Amend PASCO contract.	
16. Add a 20-gallon option for small businesses for commercial garbage service (to decrease their garbage rates if businesses recycle more).	Amend PASCO contract.	
17. Highlight to businesses and on City’s website how commercial garbage rates are structured to encourage efficiency of collection (e.g., use of larger containers collected fewer times per week is less expensive, to minimize transportation impacts on City streets).	Clarify in promotional materials and on City’s website.	
18. Require PASCO to offer services to haul detachable or stationary compactors for appropriate Recyclable Materials (e.g., Corrugated cardboard).	Amend PASCO contract.	
19. Require as a condition of land use permits the use of recycled content products, provision of space for recycling containers, and/or the establishment of comprehensive recycling and composting services for new buildings and major renovations.	Ordinance.	
20. Review performance of construction, renovation and	Ordinance.	

⁹ Pursuant to section 2.2.1D of Attachment 1 of the “Agreement for Solid Waste and Recyclable Materials Handling Services,” August 3, 1999 between the City of Palo Alto and PASCO, a Waste Management company.

¹⁰ Pursuant to section 4.4.1(d) of the “Agreement for Solid Waste and Recyclable Materials Handling Services,” 1999, between the City of Palo Alto and PASCO, “Special Compensation Review for Extraordinary Costs” for “changes in or additions to services requested by City.”

¹¹ <http://www.lashares.org/>

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

demolition (C&D) Ordinance one year after its implementation, to confirm that 90% of inerts and 50% of other C&D debris is actually diverted from landfill. If target goals are not met, require deposits be paid to ensure implementation, to be refunded if waste diversion requirements are met, as a condition of building or demolition permits. ¹²		
21. Require all new private construction and major renovation projects in Palo Alto to be LEED-certified Green Buildings or meet comparable Green Building policies already adopted for public facilities. ¹³	Ordinance.	
22. Require all construction and major renovation of facilities leased by the City, to be LEED-certified Green Buildings, if not covered already by existing City Green Building policy.	Ordinance.	
23. Adopt adaptive reuse as a priority in City building standards for both residential and commercial construction. Do not allow buildings to be demolished unless the City makes an affirmative determination that renovation, repair and/or remodeling of the proposed building or an alternate location would not be possible to achieve a project’s objectives. Prior to demolishing buildings, require owners to move buildings to an alternate location. Set up land bank of alternate locations in Palo Alto (and nearby) to move houses for use as “in-fill” affordable housing.	Ordinance, and City budget.	
24. Provide examples of how to meet the requirements for salvaging under the City’s C&D’s Ordinance (e.g., advertising in local newspaper of proposed major remodeling and demolition projects sufficiently far in advance to allow for deconstruction).	City policy.	
25. Require businesses to submit a 2-page form (primarily multiple choice and fill in the blanks) annually as a “Recycling Plan” that details how much waste they produced, how much waste was eliminated, reused, recycled or composted, and who provided them services.	Ordinance.	
26. Require businesses to achieve waste diversion goals (e.g., 50%).	Ordinance.	
27. Require businesses to source separate designated	Ordinance.	

¹² Chapter 5.24 of the Palo Alto Municipal Code requires that all covered projects shall divert at least ninety percent of inert solids and at least fifty percent of the remaining project-related construction and demolition waste to an approved facility or by salvage.

¹³ The Leadership in Energy and Environmental Design (LEED) Green Building Rating System® is a voluntary, consensus-based national standard for developing high-performance, sustainable buildings. For more info, see <http://www.usgbc.org/DisplayPage.aspx?CategoryID=19>

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

materials for recycling that are currently recyclable in the area (e.g., corrugated boxes and C&D Debris)		
28. Ask businesses to adopt Zero Waste goals and plans.	City policy, Letter to businesses from Mayor, outreach program and budget.	
29. Ask businesses to apply GRRN Zero Waste Business Principles to achieve Zero Waste goals.	City policy, outreach program and budget.	
30. Adopt Precautionary Principle to guide all City purchases and use of products in City facilities and those leased by City departments and agencies.	Ordinance.	
31. Set environmentally preferable purchasing and recycled content as “defaults” for departments to use in departmental purchases of supplies and equipment not centrally procured. Use fees from solid waste system to help fund staff in Purchasing and Contract Administration Division to monitor and implement environmentally preferable purchasing program. ¹⁴	City policy and budget.	
32. For residents, provide option of lower cost garbage collection service if garbage is collected curbside.	Amend PASCO contract.	
33. City offer Zero Waste rate for residential services lower than a 20-gallon Mini-bin rate, which covers the costs of other services provided besides garbage collection (e.g., Household hazardous waste collection, cleanup days). Require submittal of proof that waste is not produced on site.	Amend PASCO contract.	
34. Require no more than 10% residue from the processing of commingled recyclables collected by PASCO that is to begin in July 2005.	Amend PASCO contract.	
35. Charge for residential yard waste collection service, to encourage more backyard composting. Consider offering additional services as part of that, such as chipping yard waste on-route (like professional tree trimming services) and leaving chips behind for residents, or take away, at resident’s option.	Amend PASCO contract.	
36. Require PASCO to reuse, recycle and/or compost at least 50% of the materials collected in City Clean-up Day. Consider alternative ways of collecting so usable materials are not compacted on route. ¹⁵	Amend PASCO contract.	

¹⁴ With leadership from the City’s Sustainable Purchasing Committee, the City is already expanding the purchase of environmentally preferable products. Currently in use are chlorine-free, 100% recycled content papers, low-mercury fluorescent lights, and recycled carpet tiles in high traffic areas, and uses 20% bio-diesel fuel in all heavy equipment. Source: <http://www.cityofpaloalto.org/fire/sustainability/pdf/citygreenbuscert.pdf>

¹⁵ See “Community Cleanups” case study prepared by Gary Liss & Associates for the CIWMB with alternative ways that different communities are accomplishing that at: <http://www.ciwmb.ca.gov/LGLibrary/Innovations/CleanUps/>

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

<p>37. Implement comprehensive community-based social marketing programs to more actively engage residents and businesses to commit to preventing waste, reusing, recycling and composting. Work on region wide development of messages and promotions for events such as Earth Day (April 22), World Environment Day (June 1-5, 2005), Second Chance Week (September) and America Recycles Day (November 15).</p>	<p>City policy and budget.</p>	
--	--------------------------------	--

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

INCENTIVES FOR WASTE HAULERS AND RECYCLERS		
Policy	Action Needed	Rank
38. Identify and involve existing businesses and nonprofits that could provide waste prevention, reuse, recycling and composting services.	City, ZW Task Force and Chamber of Commerce help identify.	
39. Pay PASCO on the basis of tons recycled for curbside recycling services, and possibly garbage services.	Amend PASCO contract.	
40. Structure payments to PASCO to be paid inversely to the amount landfilled.	Amend PASCO contract.	
41. Consider landfill disposal fees NOT to be an Allowable Cost for PASCO. ¹⁶	Amend PASCO contract.	
42. Allow PASCO to charge as Allowable Costs any programs required to implement the Zero Waste Action Plan, in their Compensation Report adjusted annually.	Amend PASCO contract.	
43. Add performance adjustments (both bonuses and penalties) for payments to PASCO based on tons recycled, highest and best use of materials recovered, and level of residue after processing recyclables.	Amend PASCO contract.	
44. Allow PASCO to retain <i>all</i> revenues over their Baseline Revenue from sale of recyclables, and not count that as part of City’s calculation of PASCO’s Operating Margin.	Amend PASCO contract.	
45. Facilitate and/or provide equipment, containers, land, building space and financing support to make waste prevention, reuse, recycling and composting more economic.	City budget, and help from market partners (e.g., providing balers and containers).	
46. Build on existing private and nonprofit waste prevention, reuse, recycling and composting operations to minimize public investments.	City policy. Invite firms and nonprofits to expand in Palo Alto.	
47. Waive/reduce taxes on innovative waste prevention, reuse, recycling and composting businesses, as needed.	Ordinance.	
48. Clarify City’s policy on allowing businesses to pay a fee for reuse, recycling or composting services, consistent with Section 2.5.3 of Attachment 1 of PASCO’s contract. ¹⁷	Ordinance.	

¹⁶ As defined in Attachment No. 3 of the “Agreement for Solid Waste and Recyclable Materials Handling Services,” 1999 between the City of Palo Alto and PASCO.

¹⁷ Note: Section 2.5.3 of Attachment 1 of the “Agreement for Solid Waste and Recyclable Materials Handling Services,” 1999 between the City of Palo Alto and PASCO that “Collector shall collect and transport Recyclable Materials, as defined in this Agreement, from those Commercial/Industrial Customers and City Facilities that choose not to pay for, sell, or give away the Recyclable Materials to another Solid Waste enterprise or processor...Commercial/Industrial and City Facility generated Recyclable Materials that Customers pay for, sells, or gives away shall be excluded from the Collector’s exclusive right. Collector acknowledges and agrees that City may permit other companies or persons besides Collector to collect any or all Recyclable Materials from

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

49. Solicit other companies to provide collection and transport services for Recyclable Materials ¹⁸ and/or solid waste from Commercial/Industrial Premises as non-exclusive franchises. This would allow additional haulers to compete within the City and the City could require detailed reporting and performance requirements, including requiring one or more of the following recycling policies as a condition of franchise to do business in Palo Alto.	Ordinance.	
50. Require other commercial haulers (besides PASCO) to provide Annual Recycling Plan and report on past year's data and activities.	Ordinance and amend PASCO agreement.	
51. Require other commercial haulers to recycle designated materials.	Ordinance and amend PASCO agreement.	
52. Require other commercial haulers to provide specific additional recycling services that are missing in the community, once identified by ZW Action Plan's Analysis of Services.	Ordinance and amend PASCO agreement.	
53. Structure franchise fees for all commercial waste haulers to decrease as waste diversion increases ¹⁹ and structure to allow City to adjust local fees and taxes unilaterally and at any time.	Ordinance and amend PASCO agreement.	
54. Charge a differential franchise fee to all franchised haulers, based on whether or not they have a City-approved recycling program. ²⁰	Ordinance and amend PASCO agreement.	
55. Provide recycling services to multi-family residential dwellings (MFDs) at least equal to those of single-family curbside recycling services. Compile data on MFDs to establish clear baseline to measure progress.	City budget and amend PASCO agreement.	
56. Ban the disposal of construction & demolition (C&D) debris at landfills. (More expansive than current C&D Ordinance that requires 90% of inerts and 50% of other materials.)	Ordinance and amend PASCO agreement.	
57. Ensure that C&D debris used in landfills as road material or other beneficial uses does not exceed the need for that function.	Ordinance and amend PASCO agreement.	
58. Do not allow alternative daily cover (ADC) uses to count towards City Zero Waste goals, even though it counts towards State diversion goals.	Ordinance and amend PASCO agreement.	

Commercial/Industrial Premises or City Facilities without seeking or obtaining approval of Collector under this Agreement.”

¹⁸ As defined in Attachments No. 1 and 2 of the “Agreement for Solid Waste and Recyclable Materials Handling Services,” 1999 between the City of Palo Alto and PASCO.

¹⁹ This is currently done in Monrovia, CA (referenced in www.ciwmb.ca.gov/LGLibrary/Innovations/Incentives/)

²⁰ This is currently done in the City of Santa Clara, CA (highlighted in <http://www.ciwmb.ca.gov/LGLibrary/Innovations/Incentives/>)

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

59. Do not exempt materials from fees and taxes if used on-site at landfill.	Ordinance and amend PASCO agreement.	
60. Adopt a policy of using materials recovered in Palo Alto for their highest and best use as part of the Zero Waste Action Plan.	Ordinance and amend PASCO agreement.	
61. Require all haulers to take all C&D debris to mixed or source-separated C&D processing facilities.	Ordinance and amend PASCO agreement.	
62. Require haulers to achieve a waste diversion goal for their overall operations (e.g., 50% initially and 10% more each year).	Ordinance and amend PASCO agreement.	
63. Require haulers to meet a waste diversion goal for each business they service. Allow haulers to get credit for any recycling done by others at the businesses they service.	Ordinance and amend PASCO agreement.	
64. Require waste haulers and recyclers to collect source separated designated materials. May be enforced by a material ban at the landfill and SMART station.	Ordinance and amend PASCO agreement.	
65. If franchise fees are established for as a percentage of gross receipts, exempt recyclables from calculating the gross receipts basis. Authorize City to adjust level of franchise fees and AB939 fees at City's sole discretion.	Ordinance and amend PASCO agreement.	

INCENTIVES FOR PALO ALTO LANDFILL, SMART STATION AND KIRBY CANYON LANDFILL		
Policy	Action Needed	Rank
66. Set substantially lower rates for clean source-separated materials from residents going to Palo Alto compost area. Establish greater discount for clean source-separated materials from businesses going to Palo Alto compost area	City policy and budget for Palo Alto Landfill.	
67. Provide areas at Palo Alto Landfill and SMART station for drop-off of reusable furniture, appliances, toys, pallets, mattresses, and used building materials, in conjunction with local nonprofits and/or reuse businesses.	City policy and budget for Palo Alto Landfill. Amend SMART Agreement.	
68. Provide additional areas for retail sales of reused and recycled products (building on success of the Palo Alto Organics Yard).	City policy and budget for Palo Alto Landfill. Amend SMART Agreement.	
69. Provide a materials exchange area or rack where residents can drop-off materials that others could use, including select household hazardous wastes.	City policy and budget for Palo Alto Landfill.	
70. Require source separation of all materials that can be reused, recycled or composted. Charge penalties for all designated materials found in loads	Ordinance for Palo Alto Landfill. Amend SMART Agreement.	

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

71. Ban toxics, designated recyclables and compostables that have markets in the area from transfer stations and landfills.	Ordinance for Palo Alto Landfill. Amend SMART Agreement.	
Note regarding the next 9 policies: the status of existing landfill contracts and permits need to be confirmed before considering these further.		
72. Structure long-term landfill contracts to commit to a total capacity of space, to provide an economic incentive to extend the life of the landfill to the City. ²¹	Amend SMART Agreement.	
73. Ensure all landfills used by Palo Alto are lined and operated to eliminate leachate and gas leaks.	City policy and budget for Palo Alto Landfill. Amend SMART Agreement.	
74. Ensure all landfills used by Palo Alto are properly designed to control ALL gases and productively use them as much as possible.	City policy and budget for Palo Alto Landfill. Amend SMART Agreement.	
75. Ensure all landfills used by Palo Alto are properly monitored for gas and leachate.	City policy and budget for Palo Alto Landfill. Amend SMART Agreement.	
76. Require landfill operators to commit to perpetual maintenance and cleanup.	City policy and budget for Palo Alto Landfill. Amend SMART Agreement.	
77. Require dedicated funds or insurance to cover long-term liability of perpetual maintenance and cleanup.	City policy and budget for Palo Alto Landfill. Amend SMART Agreement.	
78. Require pre-processing before burying to leach out toxics and gases (e.g. as secure above-ground bioreactors).	City policy and budget for Palo Alto Landfill. Amend SMART Agreement.	
79. Require landfill owners to fund technically competent Community Monitors that are independent from the landfill owners to assess the technical issues involved in monitoring and protecting the environment. ²²	City policy and budget for Palo Alto Landfill. Amend SMART Agreement.	
80. Extend use of landfills (Palo Alto Landfill and Kirby Canyon) as long as possible, with above upgrades.	City Policy.	

²¹ This is the structure of the City of San Francisco agreement with Waste Management’s Altamont Pass Landfill.

²² This is currently done for the Altamont Landfill owned and operated by Waste Management. For more info, contact: Jacque Delgadillo, City of Livermore, 925-960-8002, jldelgadillo@ci.livermore.ca.us. They established a Community Monitor Committee composed of representatives from local governments around the landfill, and environmental groups in the area, then hired a consulting firm that had no ties to Waste Management.

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

PRODUCT AND PACKAGING STEWARDSHIP		
Policy	Action Needed	Rank
81. Encourage retailers and their suppliers to takeback products and packaging that are currently difficult to reuse, recycle or compost in Palo Alto (like Ottawa, Canada program). Post all cooperating retailers on City’s Zero Waste website and regularly include articles and/or ads about this program in area newsletters and newspapers.	City policy, outreach program and budget.	
82. Establish “advanced recycling AB939 fee” on products and packaging that are not reused, recycled or composted in Palo Alto. ²³ Use funds from these AB939 fees to fund new initiatives required to reuse, recycle or compost those.	Ordinance.	
83. Encourage Palo Alto businesses to lease products and provide services instead of products.	City policy, outreach program and budget.	
84. Require retailers and their suppliers to take physical or financial responsibility for takeback of discarded products and packaging.	Ordinance	
85. Require retailers and their suppliers to take physical or financial responsibility for takeback of discarded electronic products (anything with a plug).	Ordinance and Endorse EPR Principles of the EPR working group at www.GRRN.org/epr/ep_r_principles.html .	
86. Require retailers and their suppliers to takeback products and packaging that are not reused, recycled or composted in Palo Alto.	Ordinance.	
87. Support EPR policies proposed for state and federal governments.	City policy and advocacy.	
88. Ban sale of products and packaging that cannot be reused, recycled or composted in Palo Alto, unless retailers takeback such products.	Ordinance.	
89. Ban products from retail sales that are toxic (e.g., mercury thermometers).	Ordinance.	
90. Ban City purchase of products and packaging that cannot be reused, recycled or composted in Palo Alto, and toxic products (including through City vendors). ²⁴	Ordinance.	
91. Tax products or packaging that are not reused, recycled or composted in Palo Alto.	Ordinance.	

²³ For example, the following products have such fees levied by the state: bottles and cans; e-waste; oil; and tires.

²⁴ The City has already adopted aggressive strategies to prevent pollution, including mercury and dioxin reduction policies and a Less-toxic Pest Management Plan. The City also eliminated about 15 of its most toxic janitorial and printing chemicals.

MENU OF POLICY OPTIONS FOR ZERO WASTE – DRAFT 3 (3-31-05)

FUNDING		
Policy	Action Needed	Rank
92. Establish franchise fees on non-exclusive commercial waste haulers to help pay for community costs of implementing additional waste prevention, waste prevention, reuse, recycling, composting, buy recycled and recycling market development programs.	Ordinance.	
93. Adopt permit fees on new construction to cover the costs to the community of implementing additional community-wide waste prevention, waste prevention, reuse, recycling and composting programs.	Ordinance.	
94. Factor in full capital and operating costs, uninternalized costs, closure costs, post-closure costs and long-term liabilities in evaluating combined landfill and transfer station costs. Consider alternatives to be “economic” and priorities for budgeting if they are less costly than the sum of all these costs.	City policy, evaluation and budget.	
95. Establish grant program to provide seed capital for new waste prevention, reuse, recycling and composting initiatives by local businesses and nonprofits.	City policy, program and budget.	
96. Include as Allowable Costs for PASCO additional waste prevention, waste prevention, reuse, recycling and composting programs needed.	Amend PASCO contract.	
97. Support expanded statewide landfill surcharge to fund additional community waste prevention, waste prevention, reuse, recycling and composting programs needed. Reduce surcharge for areas that already have adopted them, to minimize long hauls to avoid fees and taxes. Support applying surcharges to the long-haul transport of wastes, so that it will also cover wastes being sent to landfills outside California.	Advocacy for State legislation.	
98. Support additional “advanced recycling fees” on products and packaging that are not reused, recycled or composted consistently throughout the state to fund new initiatives required to reuse, recycle or compost those.	Advocacy for State legislation.	