

Attachment F: Potential Elements of an Oakland Zero Waste Strategic Plan

The Public Works Agency, in concert with the Mayor's Office, will develop a Zero Waste Strategic Plan (Strategic Plan) to achieve the City's Zero Waste Goal.

The Strategic Plan will help guide future decisions regarding City disposal and recycling services, City procurement policies and operations, and cooperative efforts with other local jurisdictions in Alameda County and throughout the world. Zero Waste strategies that may be included are:

- Assuming a leadership role, partnering with other Zero Waste communities (local, regional and international) and sustainability advocates to actively pursue and advocate for strategies to promote low-impact or reduced consumption lifestyles and higher order, 'upstream' materials management and system re-design strategies. Strategies include:
 - Extended Producer Responsibility, whereby industries that design and market consumer products assume ownership of products at the end of their useful life and responsibility for recycling the products in an environmentally sound manner. For example, a law recently enacted in the state requires retailers of cellular phones to take back and recycle old phones at no charge to the customer.
 - Eliminating or reducing existing government incentives for virgin natural resource extraction (which put recycling and downstream resource recovery systems at a competitive disadvantage)
- Promoting and facilitating increased Green Building practices, including:
 - Design for energy efficiency and use of recycled-content products; construction techniques that improve recovery of building materials for recycling during construction, at the end of the building's useful life, and during renovations
 - Add Green Building standards to the City building code
- Implementing action steps that Oakland has committed to pursue through Mayor Brown's being an original signer of the United Nations World Environment Day Urban Environmental Accords in June 2005, including adopting citywide laws to reduce or ban the use of disposable, toxic, or non-renewable product category (e.g., ban take-out food containers that cannot be composted)
- Banning disposal of easily recyclable or problematic materials, such as Seattle, WA has done for corrugated cardboard, California has done for tires, and several states have done for yard trimmings
- Developing and implementing initiatives to expand and actively support use of discarded materials to drive local economic and workforce development with 'green collar' jobs and value added production
- Developing additional financial incentives to maximize recycling and reduce waste for the ratepayers (i.e., businesses, residents), recycling collectors, and the solid waste franchisee
- Adopting and implementing an organizational value of putting Zero Waste principles into practice in all City government operations and activities
- Adopting and implementing an Environmentally Preferable Purchasing policy for City procurement