

#	Public Comment on Santa Rosa Zero Waste Plan	Comments Addressed
1	<p>I read or skimmed the entire report. I have the following comments: The report--The report is pretty well written, although not for lay people. Much too long. Why not write a 4-page (or shorter) summary of the report in lay vocabulary. Report terminology--I did not understand the meaning of "diversion" until I re-read the report. I'm still not sure how to define it. Maybe include a glossary at the top of the report. Same with "compostable paper." What is compostable paper and what it not? Single use plastics--I'm not sure what you mean. Yes, this would include all plastic water bottles (and presumably plastic soda bottles, and plastic eating utensils. But does this also include the plastic many products (especially small electronics) are packaged in? Styrofoam packaging—Great to ban these and probably easy to enforce locally. What about Styrofoam "peanuts" used to protect shipped products. Carry out bags—It is not clear to me what this includes. Does this include the plastic bags provided in supermarkets for produce? Two comments about plastic bags: a) Why aren't all supermarkets and large grocery stores required to have bins for return of plastic bags? Olivers does not. b) If the goal is to reduce the use of plastic bags for produce, an inexpensive source of small and medium size reusable mesh bags should be found and sold in supermarkets, perhaps without markup. Collection of paper and cardboard for recycling—In Montgomery County, Md, where we used to live, a separate bin was provided by the county free of charge for paper and cardboard. Large cardboard boxes were accepted if collapsed and tied together in bundles. It seems to me putting paper and cardboard into the Recology bins together with plastic, glass and metal requires Recology to do unnecessary sorting that could be eliminated with a separate bin for paper. Will an improved recycling program partly pay for itself? Is the glass, plastic and metal sold to recycling plants, and who gets the money? Recycling organic material—Are there plans for a Sonoma County composting plant so that the compost can be sold through garden stores to offset the cost of composting? Compliance—I suggest the city start soon requiring schools to teach students how to correctly recycle, with a repeat every year. The kids can help educate adults. Print educational materials—I suggest you test all printed handouts for the public on groups of ordinary people, including 6th graders on up to make sure they clearly understand the terminology and graphics.</p>	<p>Creation of an infographic summarizing Plan for public feedback.</p>
2	<p>I am heartened to see this effort on behalf of all of us who want to stop the overflow of resources into landfills and waterways. I had hoped that when Recology became our new Disposal company we would make a major change to what we did with our waste products. However, I have since learned that Recology cannot sell our recyclables to China as had previously been possible, so that has allowed some people to feel the effort of separating isn't worth it (I am not one of those people). I wish we could get more direct feedback from Recology about which are non-recyclable materials and which can be recycled. More specific examples rather than broad categories would be useful. I would also hope that the City could alert us to places where we could take our "junk" that cannot be recycled. There should be more small "dumps" that would be user-friendly to homeowners, including single women, who might find it daunting to gather materials that Recology won't take and try to take them to large dump facilities. At present, It is almost impossible to get rid of tube fluorescent lights, just as an example. There are locations available on specific dates, but in your attempts to get people to recycle more, having specific places within the City of Santa Rosa where we could take these non-Recology items would be welcome! I saw your notice on Nextdoor. I fervently hope this Zero Waste Plan will pass, and I would like to be on any distribution list for following its progress.</p>	<p>This information can be found on Recology's website.</p>
3	<p>Please advise Recology to publish the maximum permitted can weights for residential collection. Recology specifies the types of contents for waste, recyclables, and compostable collection cans, but does not publish or indicate the maximum weights permitted for residential collection by Recology trucks. I inquired multiple times to Recology about the maximum weights because a Recology driver refused to collect my compostables, and Recology called the police to my home when I complained to the driver. The police looked at my compostable can and agreed with me. Subsequently, as a precaution, I weighed my compostables to have an objective, quantified measure, and the can weights came in at approximately 171 pounds. One manager at Recology told me the maximum weight, as is printed on the compostable can, is 335 pounds. In the absence of an independent complaint department or any other avenue for feedback, you are the only Santa Rosa entity available to provide feedback to Recology, and I request you to advise Recology to correct this confusion, and publish the official maximum can weights.</p>	<p>This is not a comment specific to the Zero Waste Plan.</p>
4	<p>I'm very happy the city of Santa Rosa is addressing this issue. I found out about it on Next-door. When I clicked on the link to draft I was a bit dismayed to see such a long and technical amount of material to get through. I think I can speak for many of my neighbors that this is a lot to sort through for the average person. Would you consider finding a way to summarize it down to the most salient points for which you would like public feedback? Remember the general public does not have time to delve deeply into this issue on a technical level, even if they are willing to do what it takes to have a part in changing their behavior. After all, they are not getting paid for their efforts as I assume R3 is under paid contract. Let them make the info accessible to the masses. Thank you!</p>	<p>Creation of an infographic summarizing Plan for public feedback.</p>

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5	I am totally in favor of a zero waste plan	N/A. Comment of support.
6	I just wanted to send my thanks for developing the Zero Waste Plan for Santa Rosa. This puts us so far ahead of the curve, and these are excellent goals to work toward. Great work!	N/A. Comment of support.
7	<p>I am a local care worker specializing in coaching for people with alter-abilities. I know many adult folks with autism who don't fit into most workplaces available in society today. I have observed a keen ability for "destruction" by these folks. For example, the desire to rip things up. I say destruction because this is what the "behavior" is named; however, I wonder if this ability could be put to a productive use. If a facility was designed, or already is, where work forces could mobilize and specialize in the deconstruction of packaging. For instance... Many coconut water containers/almond milk containers etc... can be recycled but most folks do not take the time to flatten the packages. This requires a minute or two to unfold and flatten the corners. I had this idea recently when I saw one of my companeros, who is autistic, flatten his coconut water package with enjoyment and gusto. Then I saw the zero waste draft plan. So I thought To share this thought seed.</p> <p>I truly believe that all people have a special gift to bring to the Earth. We can, with dignity and respect, fill the niches where individuals will thrive and be of benefit to themselves and their community. We can in turn take what looks like destruction and turn it into production while giving people a sense of place and responsibility. I understand the zero waste movement and I applaud the efforts to reduce the stream of garbage from the start. I myself do my part to bring reusable containers to the market and buy in bulk. I also understand that these things take time and many folks feel they just don't have it. With so much pressure to get to work, pay the bills and put food on the table. This vision provides a recycling support service to all those folks who feel trapped in the rat race. While also giving folks with often too much time on their hands a way to help. I would love to know that you have received this emails and taken some thought and consideration to this proposal, however loose it may be. The glimmer of possibility exists. We just need to make the connections. Thank you for your part in making this world a more just and resilient place. The power is in our (hand emoji).</p>	<p>Plan is not intended to have details in terms of implementation of strategies. This, however, does not stop the City from exploring and/or supporting efforts mentioned in the future.</p>
8	<p>Few questions I was hoping to get clarification on:</p> <p>1) Shouldn't the Table 1 Goal and Milestones chart start with 2025 instead of 2020? If the plan goes live in 2019 and education starts immediately and aggressively for Year 1, it seems that the baseline of 4.8 ppd with an annual 10% reduction goal would create this timeline: 2021 goal - 4.32 ppd 2022 goal - 3.89 ppd 2023 goal - 3.5 ppd 2024 goal - 3.15 ppd 2025 goal - 2.83 ppd How do we drop the waste generation by almost 50% by 2020 (per the table)?</p> <p>2) If there are approximately 175,000 people in Santa Rosa and we are currently producing 4.8 ppd, isn't that about 840,000 tons of landfill material attributed to Santa Rosa right now? If so, using the above timeline, the annual tonnage volume would look like this: 2021 goal - 756,000 tons 2022 goal - 680,400 tons 2023 goal - 612,360 tons 2024 goal - 551,124 tons 2025 goal - 496,011 tons Where does the 180,000 ton measurement in Figure 3 come from, and the 120,000 ton measurement in Figure 4 come from regarding diversion?</p> <p>3) If the state tracks PPD, and the goals are attached to lowering the PPD rate, why still include diversion rates? Is it to keep an eye on what we are still generating, even though it's been recovered?</p> <p>Great work everyone. Thanks in advance for the clarifications.</p>	<p>Executive Summary was clarified to include more information on PPD and the City's goals.</p>
9	<p>I'd like to consider that the Zero Waster plan include as little recycling as possible. Given the current situation between buyers of US recyclables being refused and Sonoma Conunty not having its home refuse center until we find a replacement for the Micham Rd site, it doesn't make sense to focus on recycling programs.</p> <p>Perhaps consider tax incentives for local businesses who use reusable packaging for their products, such as Straus Dairy's glass bottle deposit program.</p>	<p>Recycling is an important part of zero waste. Recyclables are currently still marketable but may need secondary processing. The Plan focuses on the reduction of waste as well in addition to recycling and composting.</p>

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10	<p>what a joke..that is my opinion. You folks ask for the opinions but you don't care about them at all. You do it to make yourselves feel better. You force people into doing things your way against our consent anyway..i wont do any more to enable zero waste as i pay enough in fees to the garbage company for them to separate the garbage and take care if it. We in Santa Rosa live with dictatorship in our city counsel and government...we dont have the freedom of choices when it comes to who we hire and dont hire for certain services in this town.</p>	<p>This is not a comment specific to the Zero Waste Plan.</p>
11	<p>I approve much of the Zero Waste Plan and appreciate the direction the city is going. I have a few thoughts and comments:</p> <ul style="list-style-type: none"> - I think the single use plastics ban is drastic and will likely get some opposition, but it is essential. This is forward thinking and I was incredibly happy to see this. Actions like these are essential for making tangible, real change in our community. - I fear the roll out timeline is too long when we consider the most recent scientific predictions that we only have about 11 years to prevent irreversible damage due to climate change. - Since the city already has a plastic bag ban in place, will any measures be taken to limit the thicker plastic bags many stores are now distributing under the guise that they are "reusable"? - What type of support will be given to implement composting at schools? Most schools have understaffed janitorial services and even recycling is conducted only if staff volunteers (i.e. with an environmental club where students pick up the recycling from classrooms). - Where can violations be reported by the public? How will this information be distributed? - Regarding the "take it from the tap" program, how many students will be served and provided with reusable water bottles? Will it be limited to certain grade levels? <p>Thank you to everyone involved and for taking these steps to move forward with improving our city, the culture, and the environment.</p>	<p>Comments are focused on the details of implementation. This Plan is intended to be a planning exercise with implementation details determined at another time.</p>
12	<p>I am an enthusiastic supporter of the Zero Waste Master Plan, especially the composting of organic waste, but am concerned about the financial ramifications for private residents, property owners, and business owners who are already impacted by the high cost of living in Santa Rosa. Will the additional costs for residential waste collection be carried by citizens, or will the City of Santa Rosa subsidize and/or absorb the costs?</p> <p>I live in a multi-family condo complex (33 units). I hope that the mandatory organic waste composting will apply to this type of complex and would be willing/able to pay a small increase HOA dues to cover the expense. Will composting of organic waste be mandated for all residential housing? I hope so, but again am concerned about the expense.</p> <p>Also, in regard to the following excerpt from the plan: "Ordinance 9-12.020 and 9-12.030 have allowed the City to implement and fund curbside pickup of organic waste for single family residences throughout the community. The ordinance is interpreted to extend to the implementation of similar collection services to businesses and multi-family residences even though most generators in this sector do not comply."</p> <p>Why don't these sectors comply (businesses and multi-family residences)? This should be addressed via root cause analysis, and compliance should be enforced in order to maximize efficacy of the Zero Waste Plan. My guess is that expense is the primary factor here, which again brings me back to the question about who is paying for this (the waste collection itself, not the implementation)</p> <p>I apologize if some or all of my questions are answered in the Master Plan, but I was not able to read the entire document. That said, my final piece of feedback would be that for future Master Plans that invite public comment, perhaps you could also offer a bullet-pointed summary to highlight the key points for the average city resident like myself, who may be interested in commenting but doesn't have time to read the entire document.</p> <p>Thank you for your consideration of my feedback.</p>	<p>Adoption of the Plan does not include adoption of any costs for implementation. Cost estimates are intended to be realistic for success of programs and policies.</p>
13	<p>I would like to provide public comment on the Draft Zero Waste Master Plan on behalf of World Centric. We are extremely supportive of Santa Rosa's efforts to become a zero waste leader in Sonoma County, specifically by creating and enforcing a single-use plastics ban and mandated diversion of organics from landfill.</p> <p>Our main feedback is that we would like to see these changes happen much sooner than proposed. Scientists tell us we may only have twelve years to prevent some of the most catastrophic effects of climate change. 2030 will be too late to start making important changes to how we use and dispose of materials.</p> <p>Please find our feedback letter attached, and let me know if I can provide any clarification or answer any questions.</p>	<p>Timeline is beginning in 2020.</p>
14	<p>I just wanted to emphasize how strongly I am in favor of phasing out single use plastics on county-wide scale. I also wish we still had our own compost-producing facility. I used to get excellent quality compost from there, and shoveled it out of the back of our truck. Now, the compost available often has bits of debris in it, or I buy very "clean" compost in plastic bags (single use!)</p>	<p>A composting facility is currently in the planning stages in Santa Rosa.</p>

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15	I would just like to express my support for the SR zero waste plan, and my hope for its speedy implementation.	N/A. Comment of support.
16	<p>Thank you for the opportunity to review Santa Rosa’s Draft Zero Waste Plan.</p> <p>I want to compliment you and the whole team for an excellent job on the document and for the leadership of the City of Santa Rosa for taking on this important work! I have provided a few comments to the plan for your consideration.</p> <p>I have attached a Word version of the main plan document which I converted from the PDF which contains my comments in Tracked Changes for ease of identification. My comments range from simple typographical edits to suggestions for additions or revisions that are inserted as comments and can be viewed in the sidebar of by “hovering” over the insert number. I have highlighted each suggestion or edit in Yellow so you can find them easily in the document. (Attachment File Name: DraftZeroWastePlan_StuClarkcomments-4-26-19)</p> <p>Once again, I commend you on your good work and would be happy to discuss or clarify any of my comments should you find that helpful after your review.</p>	Some suggested edits were incorporated into the Plan.

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17	<p>Thank you for the opportunity to review and comment on the Zero Waste proposal for the City of Santa Rosa. We are concerned citizens of Sonoma County focused on promoting a Zero Waste future. We reviewed the Draft Zero Waste Master Plan and noticed a gap in the programmatic resources provided for comprehensive school engagement in Santa Rosa. Given the importance of schools, we believe school engagement needs to be its own standalone strategy with resources and an implementation plan designed to target all Santa Rosa schools - ideally with a budget allocation with which to incentivize participation</p> <p>Our comment focuses on schools because education is key to behavior change, especially in crafting sustainable habits and training the next generation. As students learn and become empowered to drive change, they disseminate knowledge to their parents, businesses, community groups and neighborhoods. Schools are a catalyst in the community, driving culture change and impacting people across demographic groups. Students can serve as local Zero Waste ambassadors and through hands on learning programs and community service hours students can partner with community organizations to increase their diversion rates.</p> <p>We recognize the City of Santa Rosa has budgetary restrictions and we realize that the city has no jurisdiction that allows them to impose Zero Waste (ZW) targets on schools. (Although AB 1826 specifically requires that schools comply with its composting mandates) When we inspected the school system portion of the plan, we concluded that it missed the opportunity to engage school districts and their boards with concrete proposals and goals. Therefore, we recommend that the plan include more specifics as well as incentives for schools to participate.</p> <p>We found many grant and partnership opportunities that could be used to propel Santa Rosa to the forefront of zero waste change. At the very least, it would be helpful for the City to provide grant and submission support to schools if it is unable to provide direct budgetary support district wide. In addition to Federal grants such as from the USDA, many private organizations as well as targeted nonprofits exist in this arena. Local Service Organizations are also eager to have clearly defined and achievable projects for their members to support and the plan should envisage outreach to them for material and financial support. By engaging them in the task of achieving Zero Waste you reinforce the multiplier effect.</p> <p>Much of the burden in the plan is placed on Recology to provide presentations and education to schools. However, identifying other educators, some in our very own backyard such as Daily Acts, Conservation Corps North Bay and the Center for Social and Environmental Stewardship. would provide access to additional resources and volunteers for schools.</p> <p>The following are some examples of successful Zero Waste school programs that can serve as a model for Santa Rosa. They provide a lot of curriculum resources and action plans for schools.</p> <p>Zero Waste Schools Program - Zero Waste Marin Education Outside NYC Zero Waste Schools Chicago Zero Waste Schools with Seven Generations Ahead Green Schools Initiative One Cool Earth</p> <p>For a school program to be successfully adopted, we believe that it has to be additive to the curriculum without placing additional burdens on teachers. That is a tall order that will require some investment. We firmly believe that there are effective ways to create a win/win that supports school adoption of Zero Waste policies. As a minimal starting point we would encourage the plan to include language that commits the City of Santa Rosa to advancing the funds that a school can expect to save on reduced hauling over a period of 3-5 years. These advances would be reimbursed through the actual savings (similar to PACE loans for solar conversions). These savings have reached \$3000/annually for some schools. It should also commit to teacher stipends and leadership awards for those schools that achieve results.</p> <p>We hope you will consider our comments and suggestions to strengthen the Draft Zero Waste Plan section on engagement with Santa Rosa City Schools . We also stand ready to meet with City Staff to more fully develop any of these recommendations so that they may be incorporated in the final Zero Waste Plan.</p>	<p>This is addressed in the Culture Change Strategy.</p> <p>The City has chosen to focus on planning efforts that the City has control over. While schools are inside the City of Santa Rosa, the City has no control over the school district's decisions around solid waste collection. The Plan calls for the City to be involved and provide resources as needed to the school district but cannot directly influence zero waste measure in schools.</p>

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18	<p>Thank you for the opportunity to review and offer feedback on the draft zero waste plan. Overall it is very comprehensive and keeps the city focused on the goals of zero waste. While the plan focuses on the future, I'm equally concerned about how well Recology has been doing since the beginning of its contract. Is there anyone on city staff to whom the public can address questions or report issues?</p> <p>I support having the city utilize fines for those who do not comply with requirements. While I understand why the largest waste generators are those who are most closely tracked, the success of any plan requires each of us to take responsibility. I manage the waste in my home and every time I leave home, I often dispose of something along the way; e.g., at work, in a store, a school, a facility, etc. I feel we should be continuously educated/reminded to take responsibility. This will translate to the most successful waste reduction program possible for all of us. If fines are put in place, citizens should be allowed to report what they observe, not just limit it to waste haulers.</p> <p>I haven't personally been taking notes but as a private citizen, I don't feel Recology, for all the increased fees and the services no longer available for free, has improved on the previous waste hauler. Their signage is very poor - too small, no written words for people who cannot decipher their quickly fading graphics. The larger curbside bins are unstable and tip over easily (previous ones were stable). I know what actions I am supposed to take but I observe people throwing things in the wrong bins all the time. Do people just give up or not even care? Can I assume the maintenance crew in the supermarket is going through the waste before putting it in a dumpster? If that's the case, then I guess it doesn't make a difference where people put their waste. However, I'm not sure that is what the large waste generators do.</p> <p>I know at least one organization that has sent Recology contaminated waste since the first day they took over the contract. Smaller generators can have staff with no interest in following Recology's requirements. When multiplied by other small generators also ignoring requirements, that adds up to a lot of contaminated waste.</p> <p>I recently volunteered for an organization which rented a Santa Rosa venue for their event. In the kitchen I was given no guidance re waste disposal, written or verbal. As I've already mentioned, Recology's signage needs improvement (or at least a suggestion on their website to personalize the signage to better respond to the users of their customer's physical locations). I'm not sure I even saw more than just the words Recycle/Compost/Trash on the respective bins. I observed people throwing waste in the wrong bins. Was the venue's staff going to sort through the waste before putting it in the dumpsters?</p> <p>At one of the public meetings, I shared about an experience I had with the manager of a restaurant and his challenges with homeless people breaking into their storage areas to either scrounge or sleep. Is there any reference in the plan to issues such as this?</p>	<p>This is addressed in the reporting requirements for Recology under the Franchise Agreement with the City and through the Technical Assistance strategy.</p> <p>Timeline is beginning in 2020.</p>