

TAKING OUT THE TRASH:

Upstream Source Reduction



State of the Estuary- September 21, 2011
Miriam Gordon - mgordon@cleanwater.org

CLEAN WATER ACTION | CLEAN WATER FUND

Project Purpose:

Identify opportunities to reduce San Francisco Bay trash at the source.



Funders include: California Coastal Commission, Lisa and Doug Goldman Foundation, Clif Bar Foundation, and The Wellness Foundation

Participants in Monitoring Program

City partners:

- Oakland
- San Jose
- South San Francisco
- Richmond

Local partners:

- The Watershed Project
- Oakland High School
- San Jose State University
- California Conservation Corps
- Local neighborhood groups



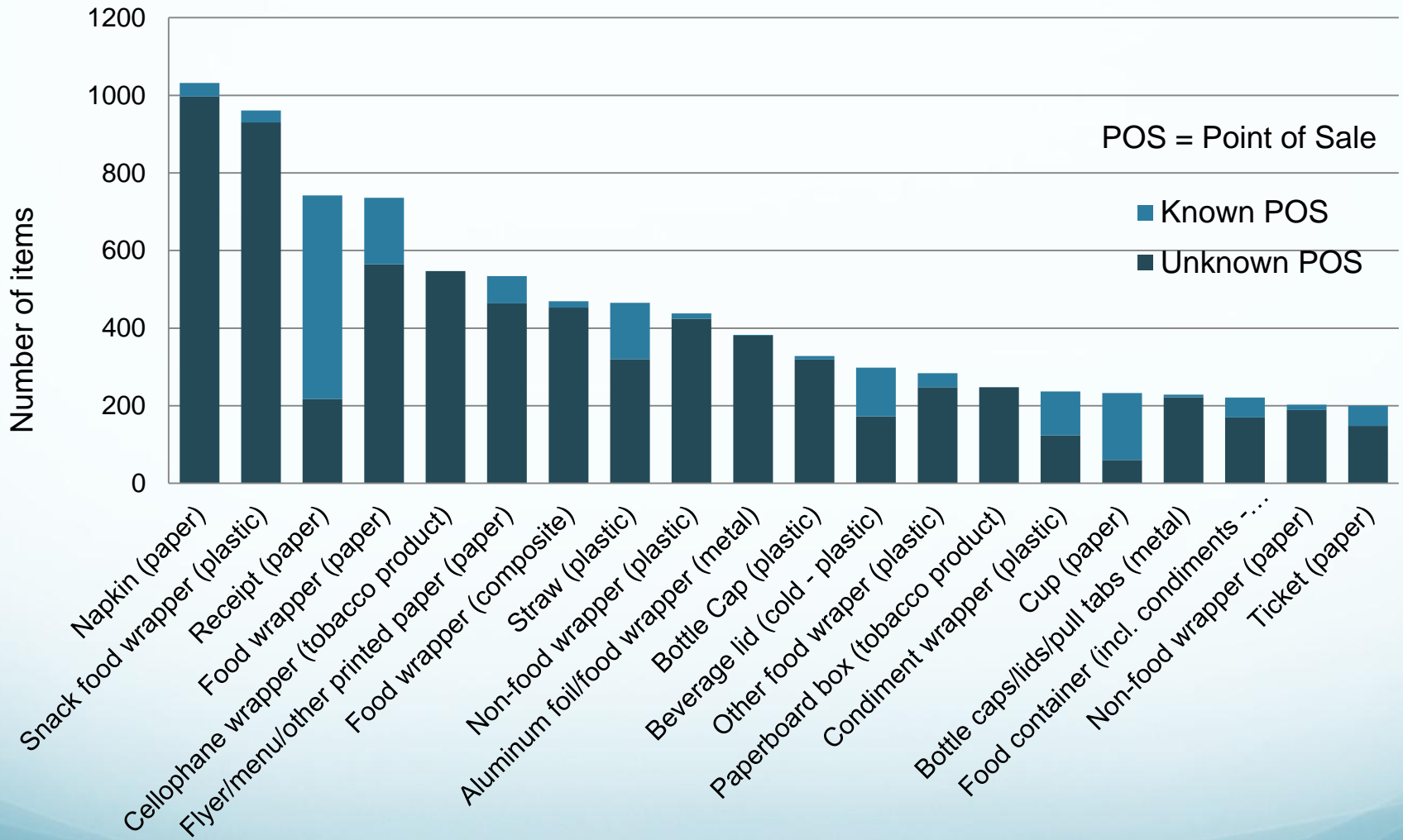
Results:

All Sites Combined



11,395 pieces of trash collected

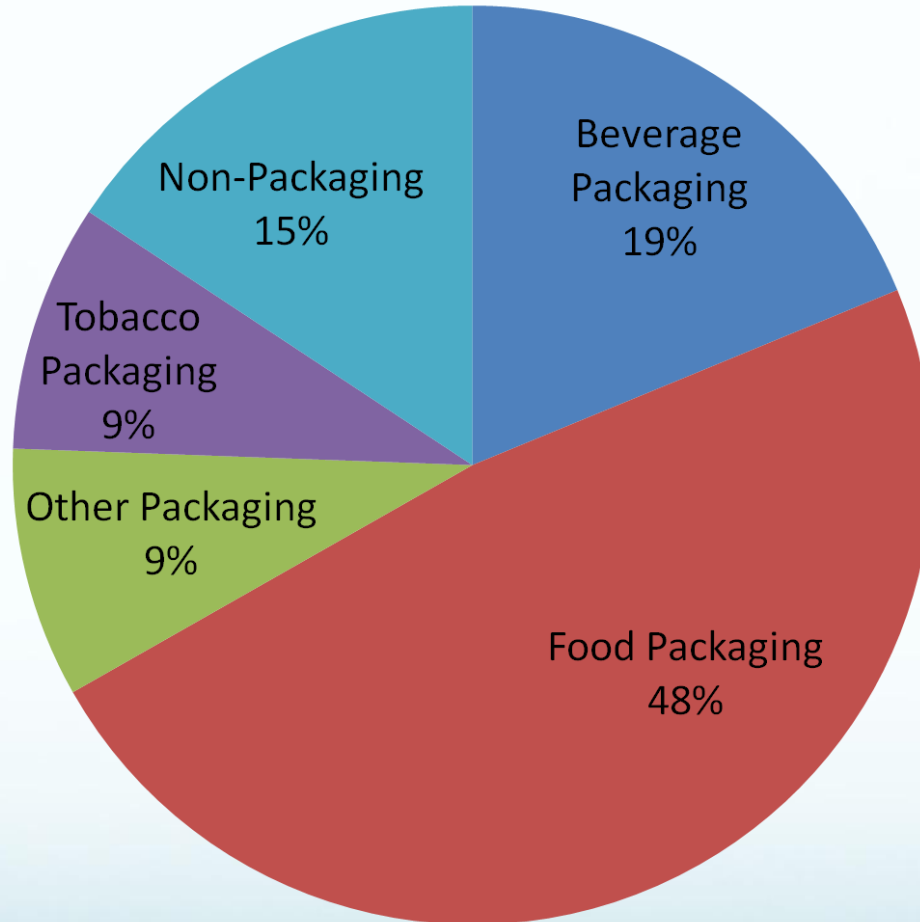
Top Items*



Cigarette butts were the #1 items - no data collected due to immense quantity.

*Chart represents items with >200 pieces of waste collected

Type of Products



67% of littered products were food and beverage packaging

Known Point of Sale

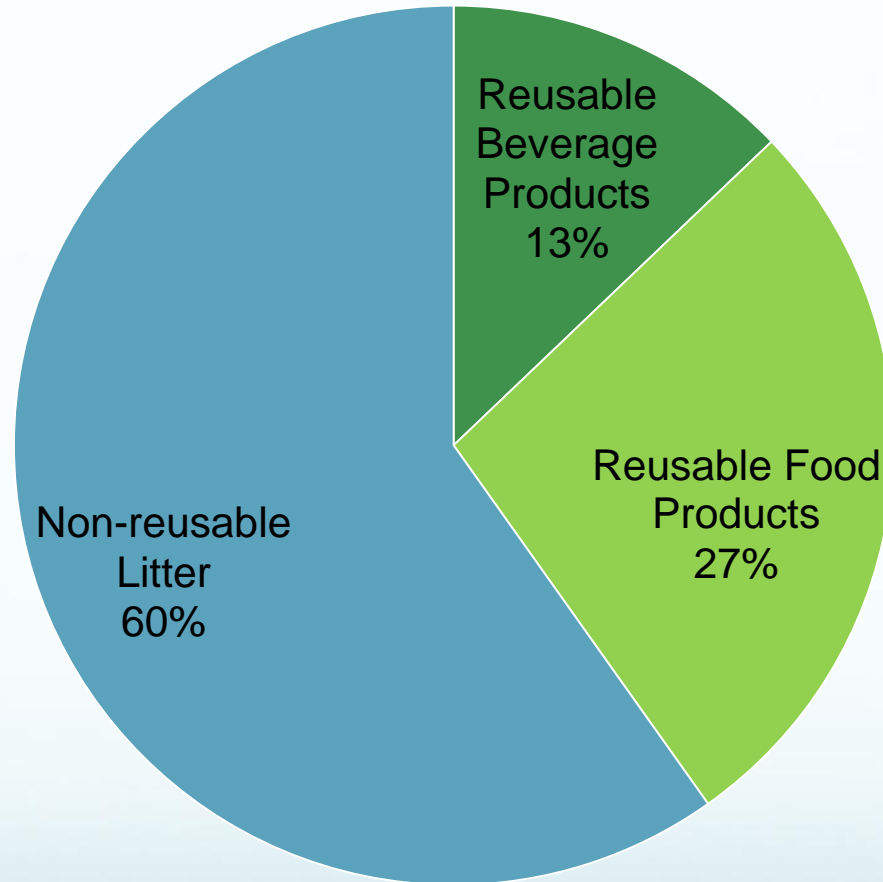


The largest sources of litter were fast food and grocery stores.

*graph accounts for litter with known POS (19% of the litter)

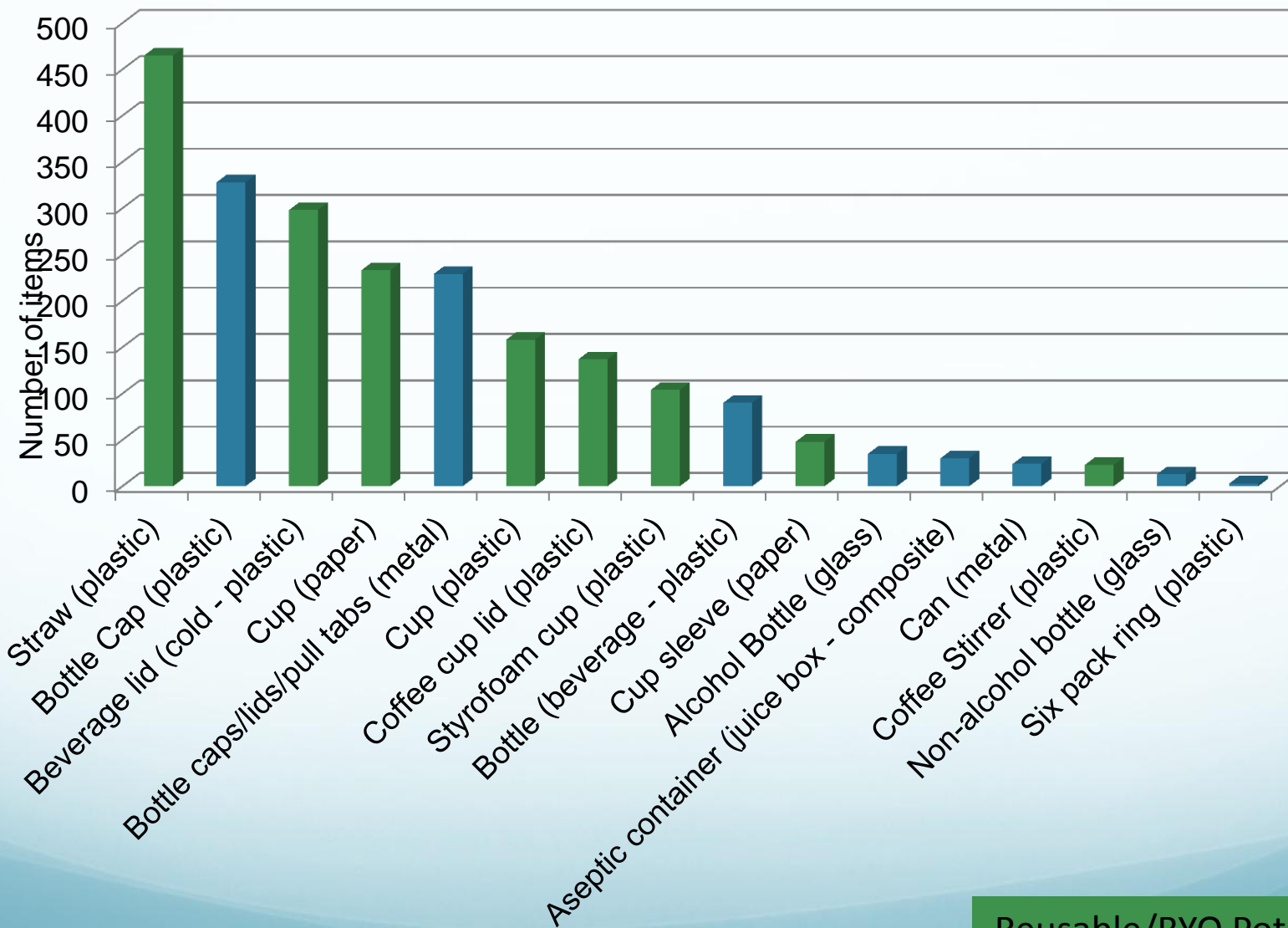
What Could be Replaced by BYO?

(Potential for Reducing Litter through Reusable Products)



- **13%** reduction from reusable beverage containers
- **27%** reduction from reusable food containers

Potential of Re-usable Beverage Packaging



Reusable/BYO Potential

Source Reduction Solutions*

- Local ordinances that promote re-usable containers
- Voluntary reduction of disposables by businesses
- Promote leadership in the fast food industry

*** Cigarette butt litter- it's all about education**

Local Ordinances

- Charge customers for “to go” packaging
- Mandatory discount, a la Toronto
- “For here” meals served on durables



Voluntary Measures for Take-out Business

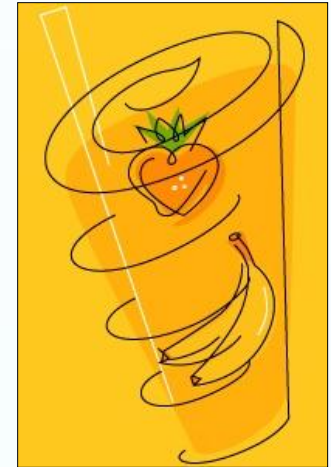
- Encourage customers to “bring your own”
- Increase garbage, recycling and composting receptacles
- Make sure all containers are covered
- Implement an “Ask First Policy”
- Use bulk dispensers to eliminate single serving packaging

Big chains influence the market

Starbucks- 25% by 2015



Jamba Juice



Kentucky Fried Chicken



- Some companies *starting* to “get it.”
- Baby Steps? Yes.
- Important to recognize them and encourage bigger ones.

TAKE HOME MESSAGES

- Biggest opportunities to reduce trash at the source =
take-out packaging
- Time to end that “Throw-Away Lifestyle” promoted by the plastics and chemical industry



**“Throw Away Living” Cover
of Life Magazine- 1955**



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