

Meeting Notes  
Palo Alto Chamber of Commerce Government Action Committee  
Bud Mission, Zero Waste Task Force Co-Chair Presents  
Draft Zero Waste Strategic Plan to Committee  
August 4, 2005  
Palo Alto Chamber Offices, Palo Alto

1. Several business leaders, led by Stephen Levy, made the point that the strategic plan "needs to be made more compelling" by addressing the economic need to move toward ZW in order to distinguish it from those who may perceive it as simply "nice to have". Specifically, we need to address the cost to the community (both business and residential) if we were to do nothing (live with the current diversion rate) at the key dates, 2011, 2020, 2025, versus implementing a proactive ZW policy. While I know that some on the taskforce may bristle at taking such a narrow economic view, I believe that our Strategic Plan recommendations will be more persuasive if we can present a compelling economic argument instead of relying on selling our recommendations on the basis of what some may perceive as a social agenda. Levy made the point that "without this information, it will be difficult to counter the inevitable 'push back' from many who don't believe that the City should invest more resources into this". This comment was particularly directed at our current diversion goal targets of 73% at 2011 and ZW at 2021.

2. A comment was made that we need to add residences to our Policy Objective No. 1, which currently focuses on "businesses". The feeling was fairly general that the burden of responsibility was being placed on businesses almost exclusively, even while I responded that our objectives were community wide. We need some attention to wording.

3. We need to be sure that we are addressing the "Landlord issue" more clearly in our recommendations, both business multi-tenanted buildings and multi-dwelling complexes. A suggestion was made that we need to try to set up a meeting with landlords to address this. I spoke about our desire to have "universal access" requirements for those living and working in such environments to be able to more conveniently recycle. We need more focused language on this.

4. Questions and comments were made regarding residential and commercial construction waste diversion and "how effective is it" and is the current policy working? I suggested that the TF was recommending close monitoring and periodic staff reports to determine whether current criteria and thresholds were yielding results.

5. Question was raised regarding mixed use recycling and whether our

Plan addressed this. My response was that this would be specifically dealt with in the ZW Operational Plan to follow.

6. Discussion took place on how the Chamber could help to bring more attention to the need for more regional cooperation in establishing and supporting service providers and capacity. Different venues could be offered up. This should be part of a larger community outreach program.

7. Several reiterated the importance of community education and good communications if the goal of ZW is to be effectively embraced by the community. I would like to have these comments circulated to the general TF for their reference before we meet next week so that they have the benefit of this input.