

# **TAKING OUT THE TRASH:**

## **Upstream Source Reduction**

**Miriam Gordon**  
**California Director**  
**Clean Water Action, Clean Water Fund**

**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



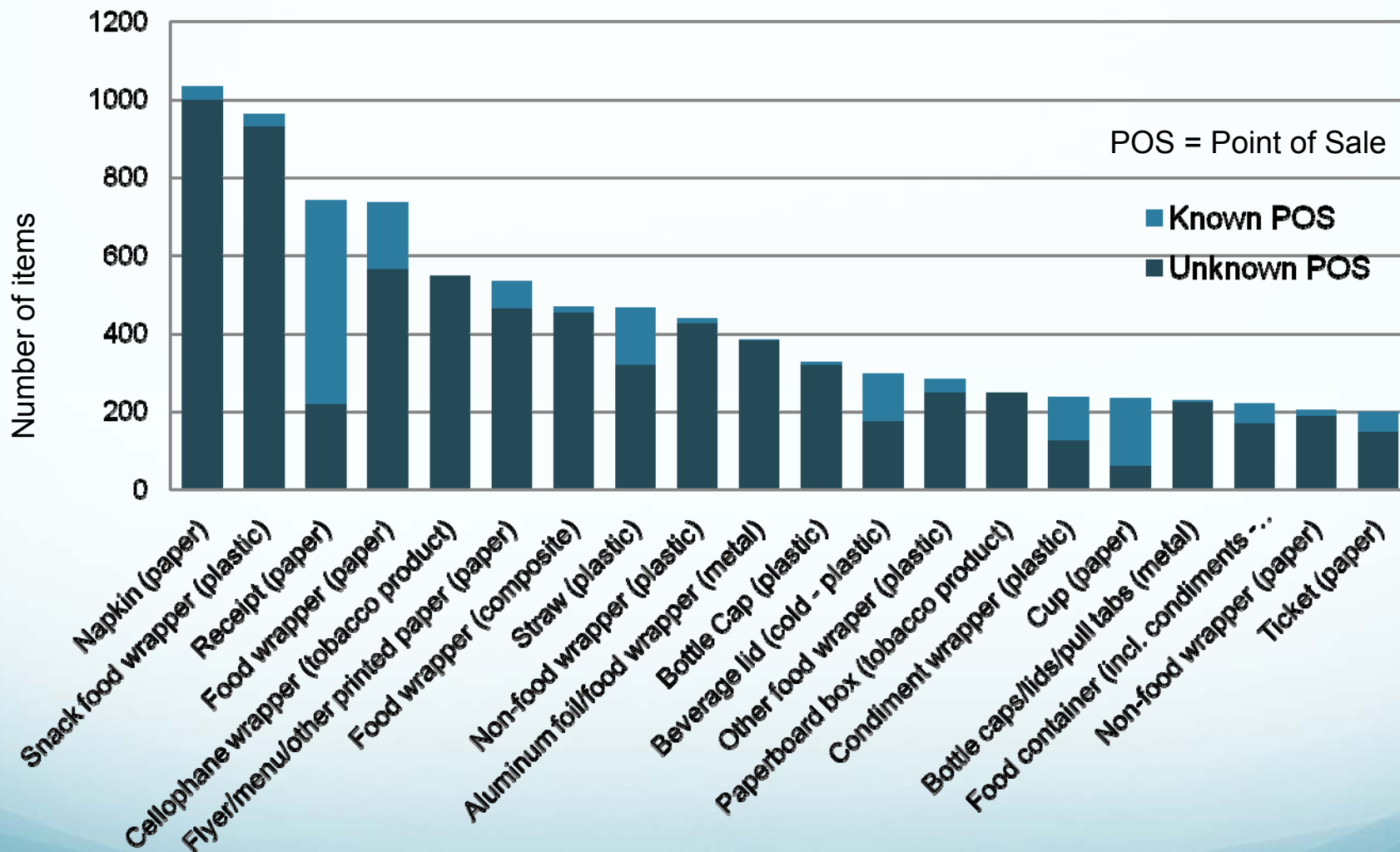
# Results:

## All Sites Combined



**11,395 pieces of trash collected**

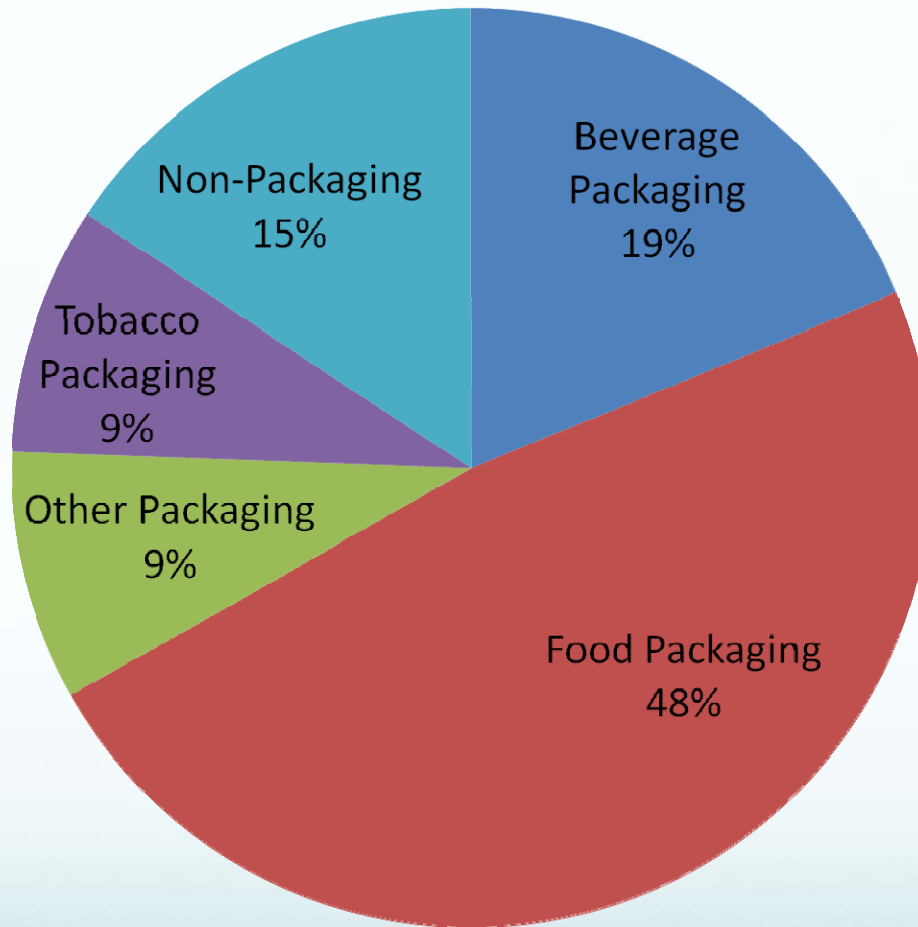
# Top Items\*



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

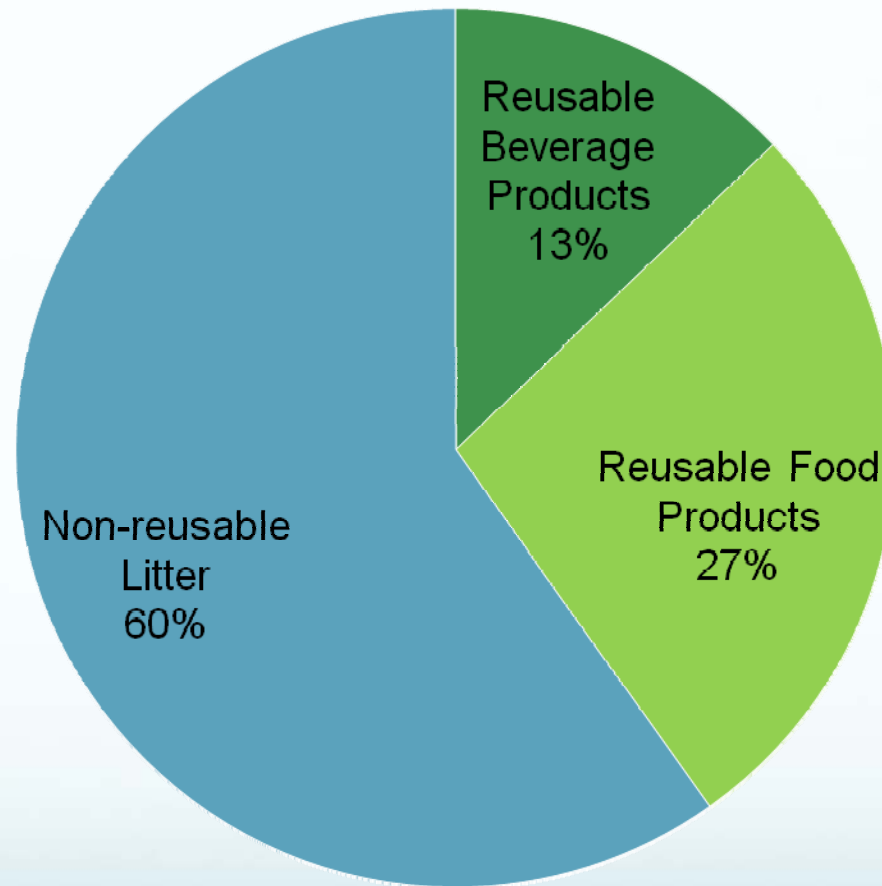


The largest sources of litter were fast food and grocery stores.

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

# What Could be Replaced by BYO?

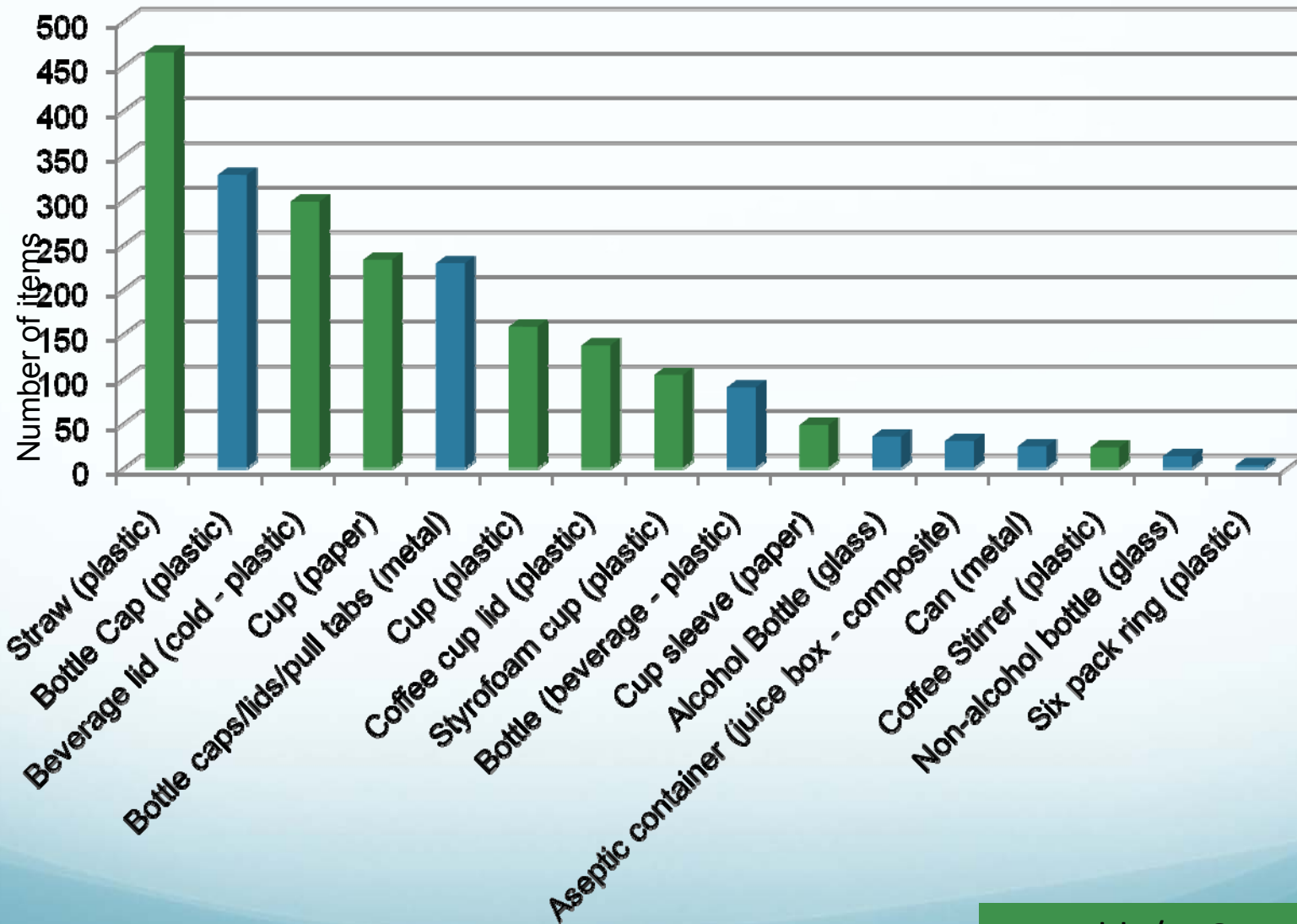
(Potential for Reducing Litter through Reusable Products)



- **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

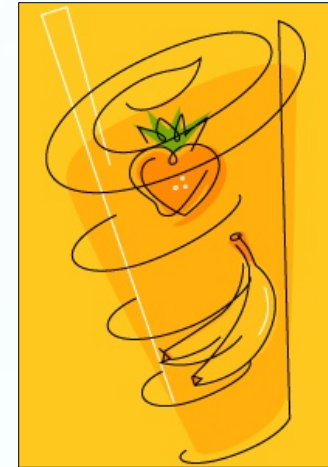
Starbucks- 25% by 2015



Kentucky Fried Chicken



Jamba Juice



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